LIFE

BABY-SITTING
THE NEWEST PROFESSION

A SMUGGLED BOOK
THAT WILL ROCK MARXISM

BABY SITTER READS
A BEDTIME STORY

20 CENTS

JULY 29, 1957

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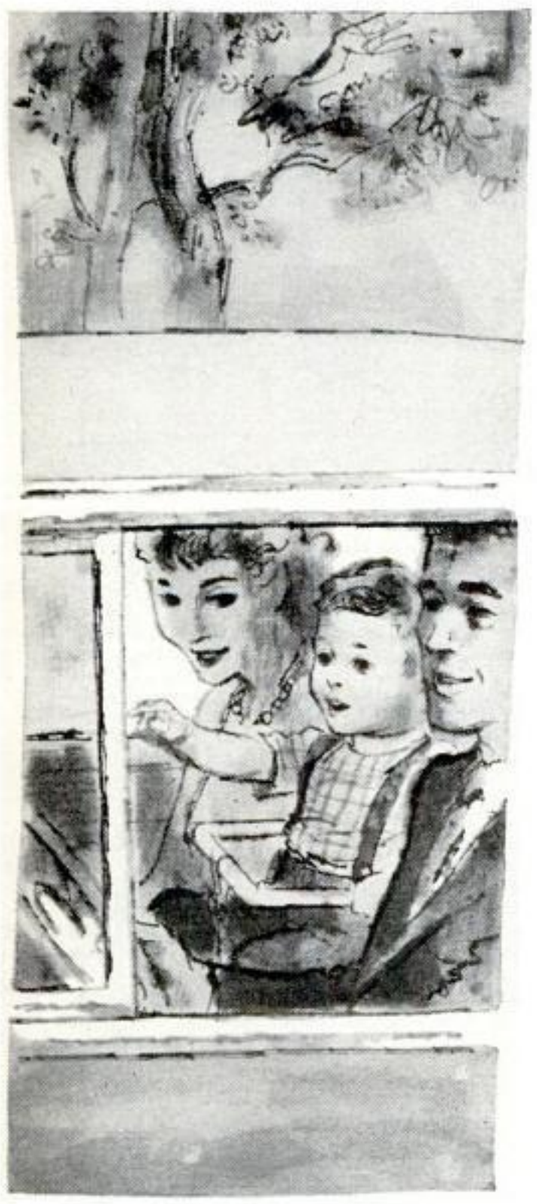
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(don't you wish everybody did!)

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2. Let's fill up...



3. Fresh up...



4. Check up...



5. Let's ask...



6. About our route ...



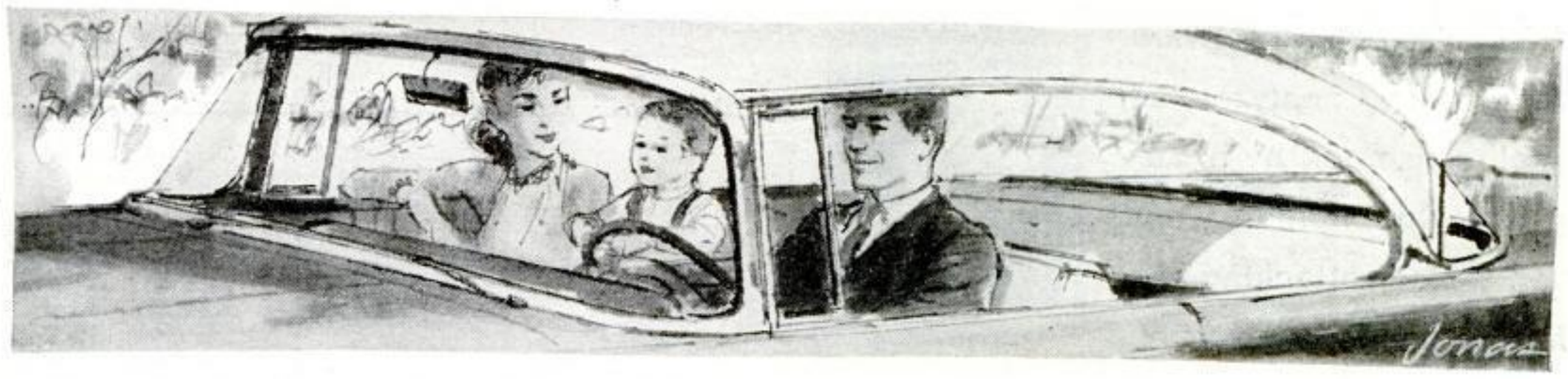
7. And chat awhile...



8. With a friendly smile...



9. Let's go again...



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Vol. 43, No. 5

LIFE

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July 29, 1957

Jet-propelled panorama 15

Flying from coast to coast in 203 minutes to set a transcontinental record, an F8U Navy jet photographs its own flight and produces a breath-taking portrait of the U.S.



F8U TAKING OFF

Boxing's dressmaker 67

The Patterson vs. Jackson bout is the big test for Emil Lence, the first non-I.B.C. promoter to put on a heavyweight match in eight years.



EMIL LENCE

The newest profession 79

Baby-sitting, mushrooming into a billion dollar business, keeps 5.6 million teen-agers working part time and many adults in full-time careers.



SITTER AND CHARGE

A Red blow at Marxism 43

A Russian expert, Edward Crankshaw, analyzes an explosive book by a Yugoslav Communist, Milovan Djilas, attacking the Marxist system as an evil.



MILOVAN DJILAS

New view of bullfighting 56

Ernst Haas finds beauty in swift-flowing spectacle of screaming crowds, whirling capes and charging bulls—a photographic achievement.



EMBATTLED BULL

COVER

Fifteen-year-old Judy Fuss of Los Angeles, who shows the "don'ts" of baby-sitting on pages 80-81, finds that reading to her charge is a "do" (see pp. 79-86)

THE WEEK'S EVENTS

Supersonic view of U.S.: photo story of record 203-minute flight 15
A Look at the World's Week 22
Last journey for Aga Khan 24
Hot dog contest's effects on the stomach 31
Open contest for Joe McCarthy's Senate seat 32
Miss U.S.A. contest winner is revealed as a Mrs. 34

EDITORIAL

The right to vote 26

PHOTOGRAPHIC ESSAYS

A great cameraman shows bullfight's "perfect flow of motion." Photographed by Ernst Haas 56
The profession of sitting: it is thriving at the rate of a billion dollars a year. Photographed for LIFE by Leonard McCombe 79

ARTICLE

A Communist strikes at the heart of Communism: smuggled book by Milovan Djilas, a prisoner of Tito, shows that Marxist system not only has evil results but is evil by nature. By Edward Crankshaw 43

ART

An imperial pagoda: Oregon museum gets $75,000 jade masterpiece 39

CLOSE-UP

Dressmaker Emil Lence's bold venture into boxing 67

MEDICINE

Breath of life is given by mouth: a new method of artificial respiration 75

MOVIES

Ideological strip tease in "Silk Stockings" 91

MODERN LIVING

Lazy hammock lolling: a nostalgic swing has bright revival 94

PARTY

Fit for a dauphin: two would-be heirs to European thrones are married 96

OTHER DEPARTMENTS

Speaking of Pictures: Cocteau turns muralist for fisherman's chapel 8
Letters to the Editors 10
Miscellany: shear tranquillity 100

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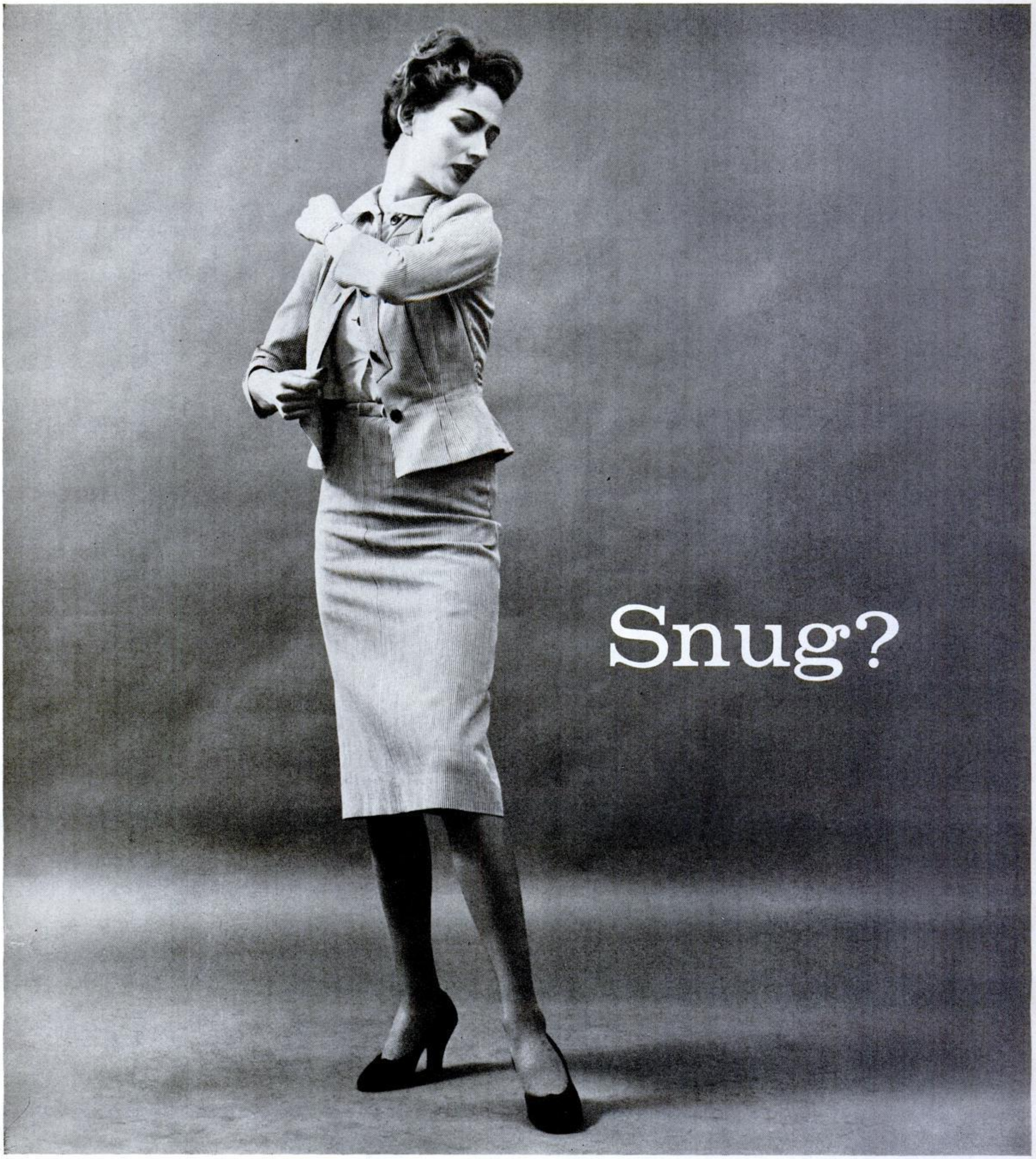


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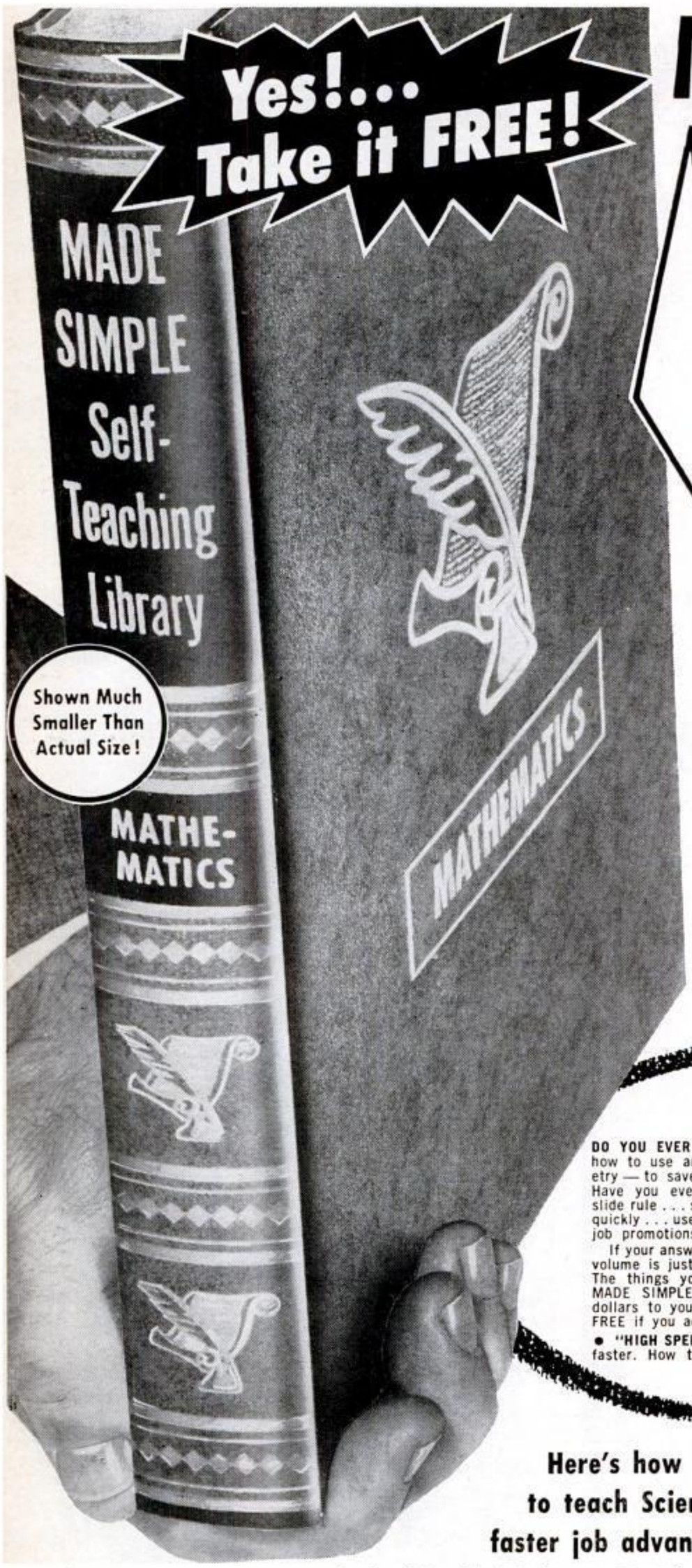
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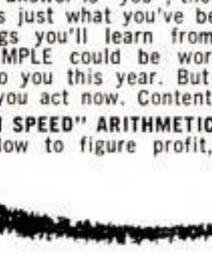
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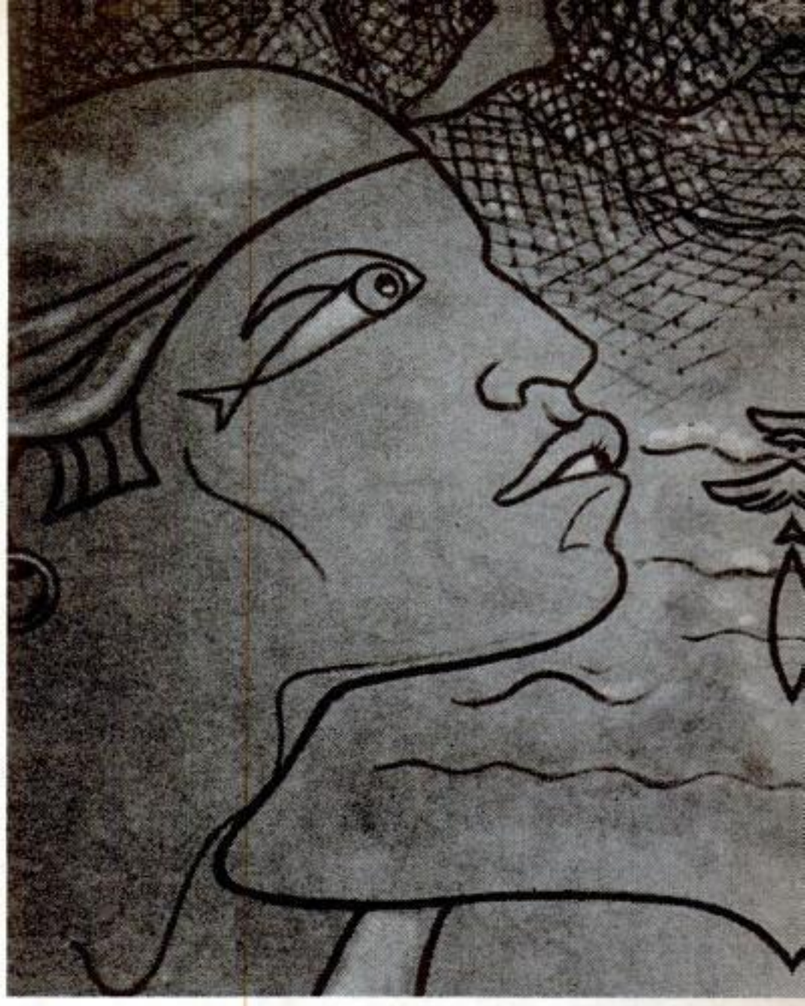
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SPEAKING OF PICTURES

Cocteau turns muralist for fisherman's chapel

As a Jacques-of-all-arts, France's Jean Cocteau has spent most of his 68 years alternately piquing and pleasing the world with his endeavors as poet, playwright, novelist, film-maker, actor, draftsman and musician. A few weeks ago Cocteau unveiled still another provocative product of his versatility: a fisherman's chapel on the Riviera which he had painted with an eye-filling array of bug-eyed fish, fish-eyed fishermen and no-eyed angels.

The newly painted chapel was built in the 14th Century in the village of Villefranche-sur-Mer. For generations local fishermen had used it for community meetings and for storing and mending their nets. Considering it an ideal place to try his hand at fresco painting, Cocteau last year persuaded the fishermen to yield their storage place and let him decorate the interior. Because the chapel is dedicated to St. Peter, the foremost of biblical fishermen, Cocteau created bold, linear designs illustrating the saint's life. Though details of the murals reflect Cocteau's prankish turn of mind, most visitors agree that its decorations possess a vitality and simplicity that are both appealing and appropriate. Cocteau himself considers the chapel the "crown" of his work. "In doing it I did not use my mind but my heart."



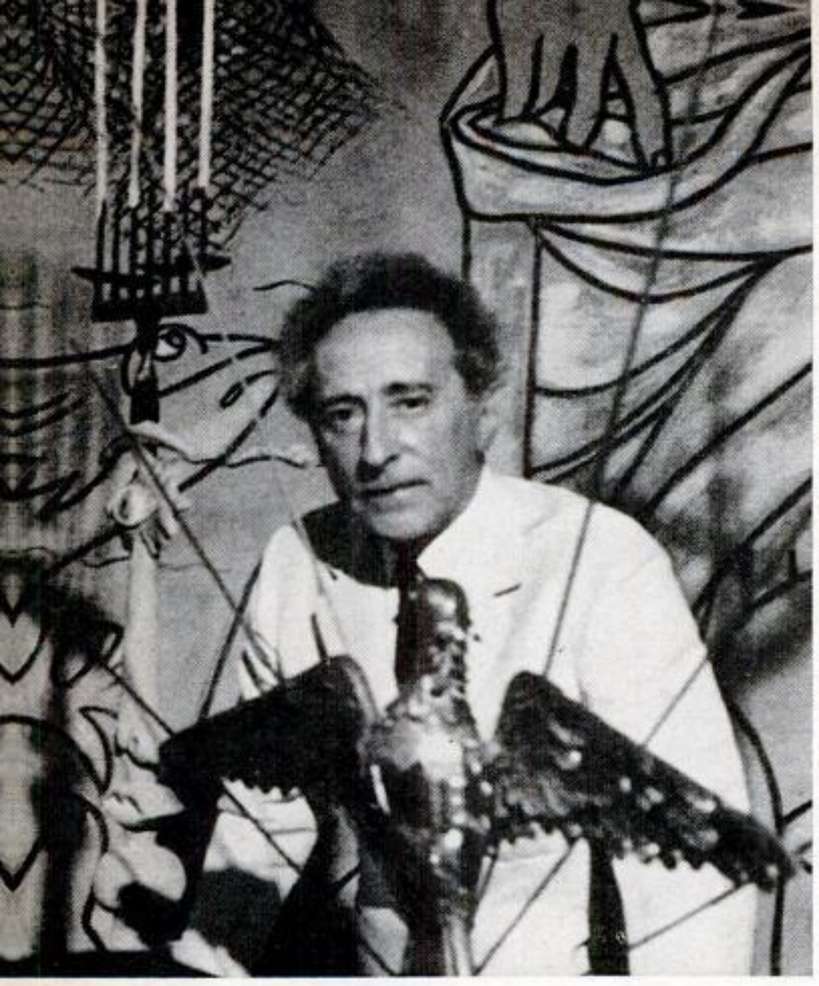
ARTIST AT ALTAR looks out over copper dove which he designed as tabernacle to hold Eucharist.



THREE FINGERS covering the face of figure personifying Truth symbolize the three times—before the cock crowed—that St. Peter denied knowing Christ after He had been seized by Pilate's soldiers.

AT FIRST MASS IN THE RECONVERTED CHAPEL





On wall at left is head of fish-eyed fisherman who stares at St. Peter walking on the water (*below*).



CHAPEL'S ENTRANCE, viewed from altar with its copper dove, is flanked by ceramic candlesticks topped by stylized oval designs which represent the eye of God watching over ceremonies of the chapel.

VILLAGERS STAND BELOW MURAL ON ALTAR WALL WHICH SHOWS PETER BEING HELD BY ANGEL AS HE WALKS ON WATER, WHILE JESUS (RIGHT) LOOKS ON



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LETTERS TO THE EDITORS

THE FLAMES HAVE SPREAD

Sirs:

A tip of the hat to the writer of the inspiring editorial, "The Flames Have Spread" (LIFE, July 8).

By virtue of my alleged profession I know a little bit about the effort involved in perfecting a well-rounded phrase. I doubt if Jefferson himself would write with more sincerity, simplicity and purity of prose than your writer.

JIMMY HATLO

Pebble Beach, Calif.

● Mr. Hatlo is the creator of "They'll Do It Every Time" and "Little Iodine."—ED.

Sirs:

LIFE says "the universe is a moral universe and man is created to be free." You should have read Melville instead of that incurable optimist, Emerson. Melville, who saw man's folly at first hand, saw the universe as "a harlot, whose allurements cover nothing but the charnelhouse within. . . ." His is the lesson great tragedies teach: that man is not born free and that the universe is coldly indifferent to the affairs of men.

DONALD E. GOULD

Jamaica, N.Y.

EARLY AND DEADLY: A HURRICANE

Sirs:

Too often your staff photographers are known to LIFE's readers simply as the "men behind the cameras" and the dangers of their everyday lives remain hidden among the endless rolls of film.



SCHUTZER IN HOSPITAL

On the afternoon of June 29 Paul Schutzer of LIFE was standing on the hood of a moving Army truck photographing a drowning community ("Early and Deadly: a Hurricane," LIFE, July 8) when an undetected telephone wire across the road knocked him unconscious. Upon regaining consciousness in St. Patrick's Hospital in Lake Charles he jokingly whispered, "Ten transfusions of good old Creole blood should make me a real Southerner, shouldn't it, Padre?" Southerner or Yankee, Paul Schutzer is a credit to LIFE magazine. I wish that when your readers saw his dramatic pictures they could have known these photographs almost cost him his own life.

THE REV. FRANCIS S. LANOUE
Missionary of Our Lady of LaSalette
Creole, La.

● Photographer Schutzer, who suffered a severe head cut, broken rib and ruptured spleen in the accident, is recovering in his Washington home.—ED.

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L-3430

Sirs:

LIFE stated that the heroic doctor of the hurricane, Cecil Clark, lost his wife and their three children. I later read that his wife was found alive. Please—was the doctor's tragic load lightened by finding his wife alive?

JOYCE MCINTOSH
Boston, Mass.

● Mrs. Clark is alive. When the hurricane struck she climbed to the roof of her Cameron (La.) home with her housekeeper and three daughters. In 30 minutes the house collapsed and two of her daughters and the housekeeper disappeared. Mrs. Clark was swept into the water holding her two-month-old daughter. Then the baby was torn from her. Mrs. Clark grabbed a floating object and was carried 20 miles before she was rescued.—ED.



THE CLARKS REUNITED

THE MIGHTY KING RANCH

Sirs:

LIFE's cover shows a cowboy using a curb bit ("The Mighty Ranch of Richard King," LIFE, July 8). I was taught horsemanship by an old 1st Cavalry drillmaster, who always said a curb bit is cruel. What do the King Ranch cowboys say to this?

KENNETH PAUL JONES SR.
Santa Monica, Calif.



CURB BIT WITH CHAIN



SNAFFLE BIT

● They agree. They break their horses using hackamores (rope halters), then switch to their curb bits without the harsh curb chains. The curb chain clamps a horse's lower jaw and when pulled acts as a lever, forcing the horse's mouth open. A snaffle or straight bit, used on most riding horses, is usually considered too light to control the muscular cow pony.—ED.

Sirs:

LIFE stated the King Ranch is not the largest ranch in the world. Well, which is?

FREDERICK HORTON
Tampa, Fla.

● The 4-million-acre Gang Ranch in British Columbia, Canada is the largest of all. Two Americans, W. P. Studdert and Floyd Skelton, both of Montana, are the present owners.—ED.

MERGER OF TWO CHURCHES

Sirs:

Thanks to LIFE for the excellent reportorial work you did on the Uniting General Synod which launched the United Church of Christ at Cleveland a few days ago ("Merger of Two Historic Churches," LIFE, July 8).

Since I have been involved in the negotiations of the last 19 years which have now finally brought two American denominations together, I know something of the intricacy of the relationships involved. I am therefore the more grateful for the wise and balanced judgment displayed by your staff.

DOUGLAS HORTON
Dean

Harvard Divinity School
Cambridge, Mass.

Sirs:

Our denomination anticipates with joy the progress and witness which will come from the union of these two churches.

JESSE F. PERRIN
Superintendent

Congregational Conference
of Southern California and the Southwest
Los Angeles, Calif.

GOVERNORS' GET-TOGETHER

Sirs:

Lest folks from other states think the governor of our fair state too poor for a white dinner jacket ("Get-Together of Governors," LIFE, July 8) herewith I shall start a fund to attire our good-looking Bob as his fellow governors are attired. What happened? Was his white jacket at the cleaners?

RITA O. ZIEGLER
Margate, N.J.

● Governor Meyner prefers his new lightweight black summer tuxedo to his old white dinner jacket. Either is correct wear.—ED.

Sirs:

In your "Get-Together of Governors" there was a picture of Frank Clement and his lovely wife, Lucille locked in some stocks. It looked to me as if Mrs. Clement's right hand was in a plaster cast. How about it? Was it her other glove or had she injured herself?

DONNA ELI
Kansas City, Mo.



MRS. CLEMENT'S CAST

● Seven weeks ago Lucille Clement, rushing to get ready for a golf date, took a nasty spill in her bathroom and broke her wrist. The cast is now off and within two weeks she will be back at her golf game trying to break her usual 90.—ED.

THE HOUSE A SCHOOL BUILT

Sirs:

I was very pleased that LIFE told the story of "The House a School Built" (LIFE, July 8). I have a feeling, however, that some may get the idea that Whittier High School is a vocational school. Instead it is what is generally known as a fully comprehensive high school. Whittier's high schools offer over 139 courses in six general fields including college preparatory, business education, fine arts, homemaking, prevocational and vocational.

C. H. WENNERBERG
Superintendent
Whittier Union High School District
Whittier, Calif.

● Yes, Whittier's program for its high schools is a good example of what is being done in many good comprehensive high schools in other American cities.—ED.

MISCELLANY

Sirs:

Saw your Miscellany picture, "Man Enrolled in a School of Fish" (LIFE, July 8). That's nothing. I have a certain friend who was recently enrolled in a University of Buffalo.

JOHN MCKIM WILLIAMSON
Portland, Ore.

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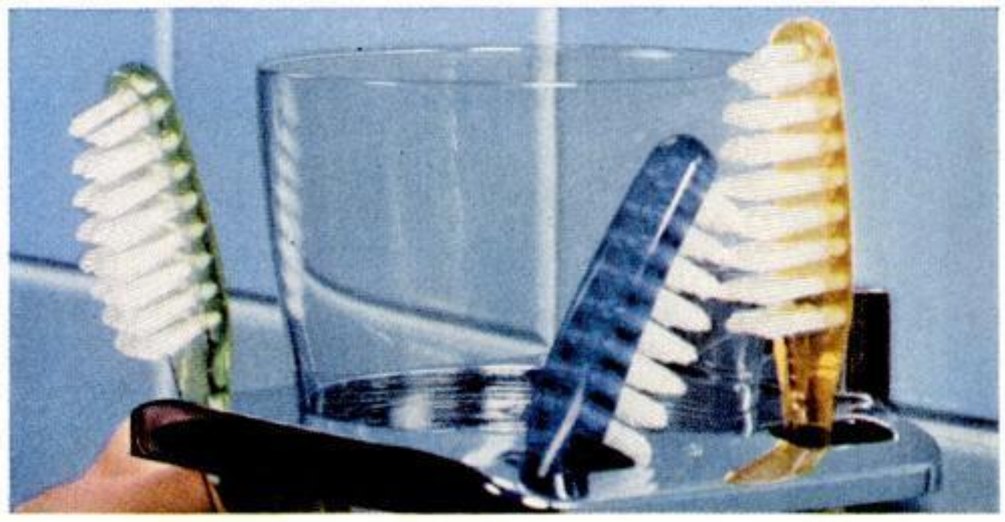
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TOOTHBRUSH ON ITS WAY TO BEGIN A 4 MONTHS' FIGHT AGAINST GERMS

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What Dr. West's has done is treat every bristle—the entire brush head by an anti-bacterial process.* This gives the brush its *germ-fighting* action. Germs that lodge on and hold to it are destroyed or inhibited. For up to four months in use this remarkable germ-fighting action goes on. Get a new Dr. West's Germ-Fighter Toothbrush today. It's the safest, cleanest toothbrush ever made.

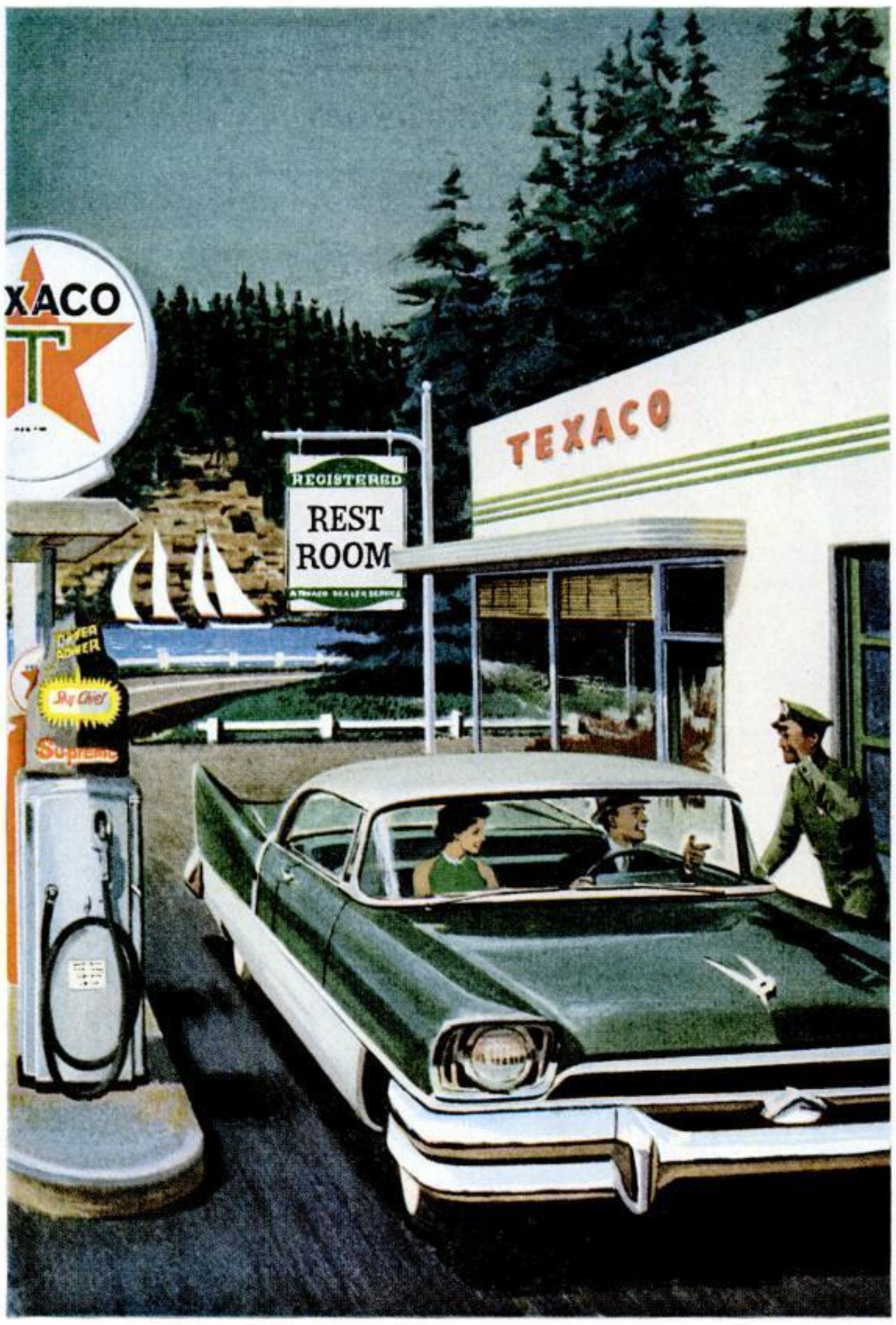
*Pats. applied for



DO YOU KEEP TOOTHBRUSHES WHERE THEY MAY TOUCH? The new Dr. West's Germ-Fighter Toothbrush fights germs for up to four months in use—yes, and even while it hangs in your bathroom.

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NORTH SOUTH







Friendly service — clean rest rooms. "Just a little note of appreciation for the wonderful service we received from all the Texaco stations on our recent trip south. We can't tell you how appreciative we were of the friendly service and the clean, registered rest rooms."

MRS. DEL PETERSON
Minneapolis, Minn.



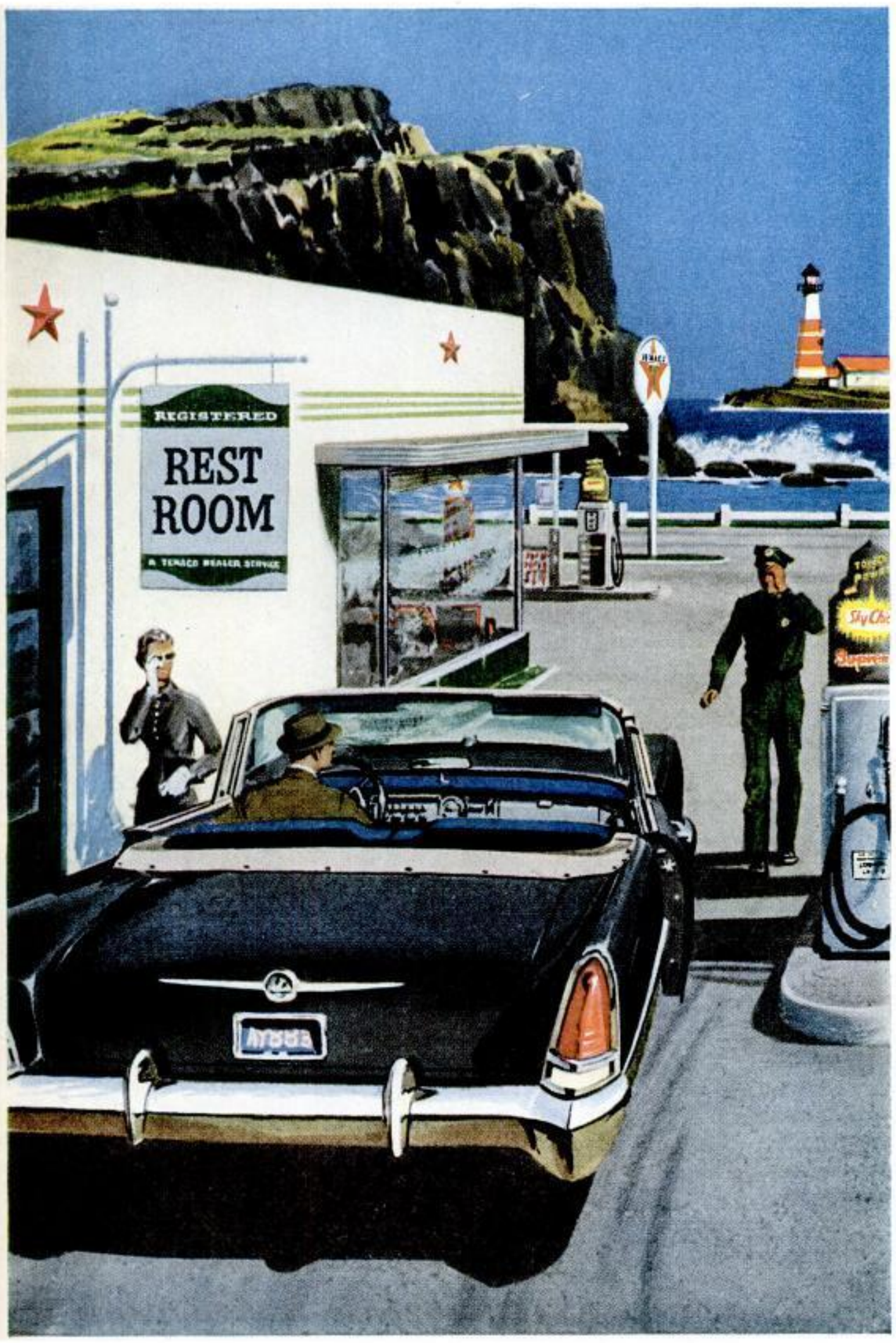
Clean rest rooms at every stop. "We have jus returned from a vacation trip to the west coas and we went *Texaco* all the way. It was a genu ine pleasure to make Texaco stops along the way. The attendants were courteous and friendly, and the service efficient. Clean, registered rest rooms greeted us at every stop."

MRS. JAMES K. CROUCH
Tecumseh, Oklahoma

Clean across the country

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EAST

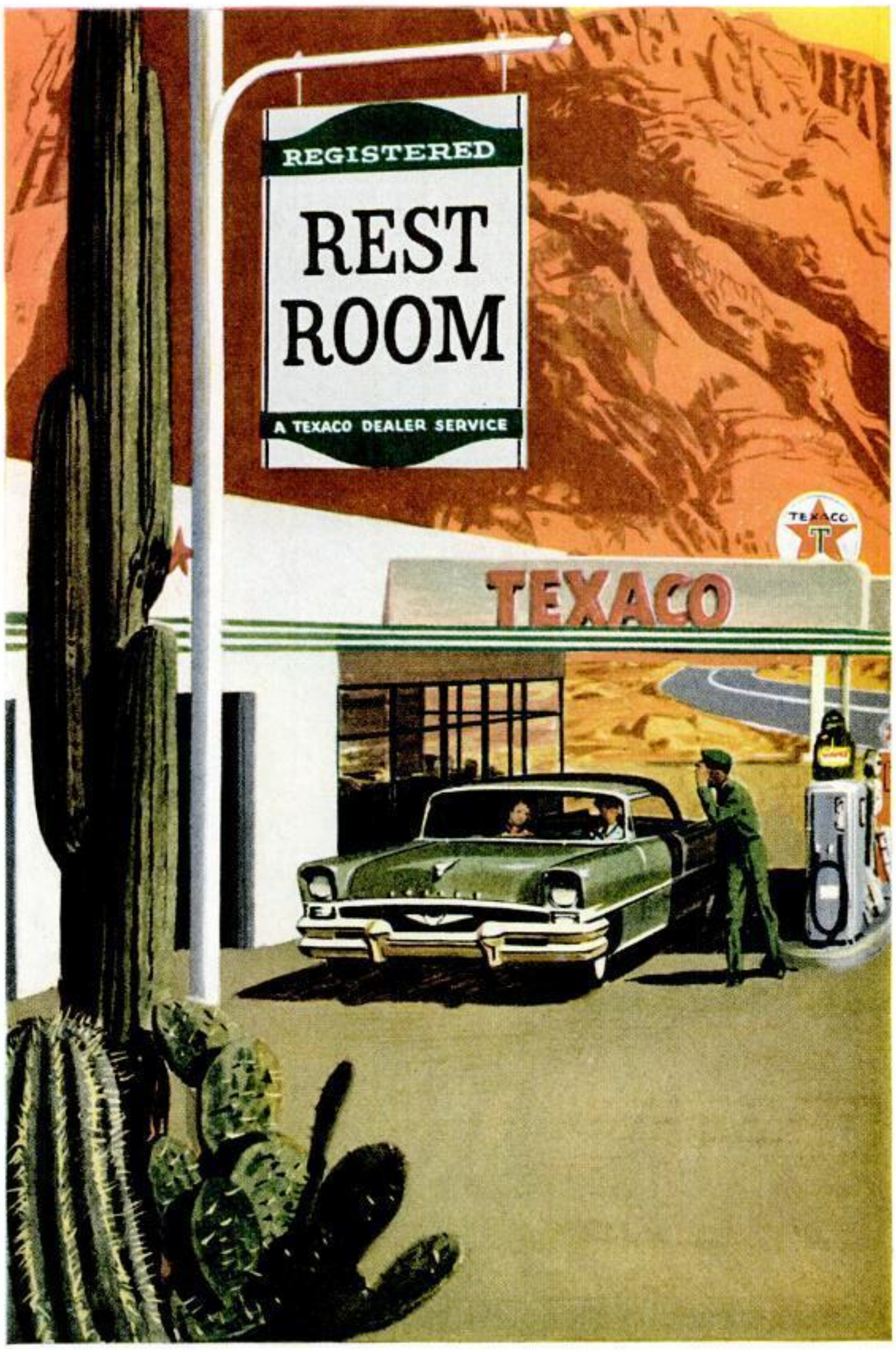




Appreciated the clean rest rooms. "Thank you so very much for the wonderful service we received on our vacation. All the attendants were so very courteous and helpful. We especially appreciated the clean rest rooms with always an abundance of soap and towels."

MR. JOHN W. MITCHELL
Jamestown, N. Y.

WEST





Always with clean rest rooms. "We returned from a trip to middle west, via a route mapped by Texaco Touring Service. We wish to express our appreciation for this fine service. We also found Texaco Dealers most courteous and helpful all along the way, with the neatest of stations, and always with clean rest rooms."

MRS. M. P. WALKER
Whittier, Calif.



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Texaco Products are also distributed in Canada, Latin America, and Africa

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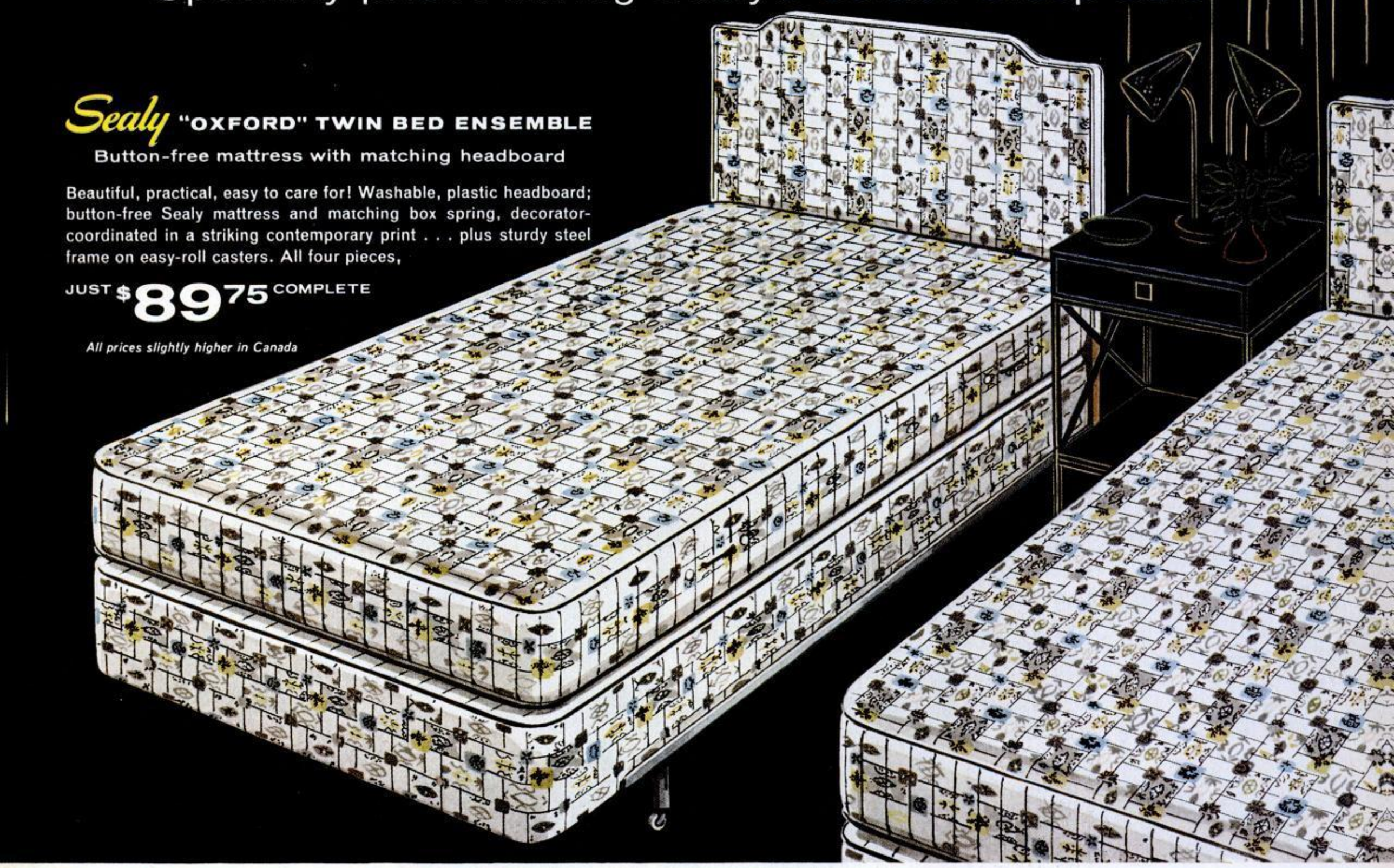
Sealy "OXFORD" TWIN BED ENSEMBLE

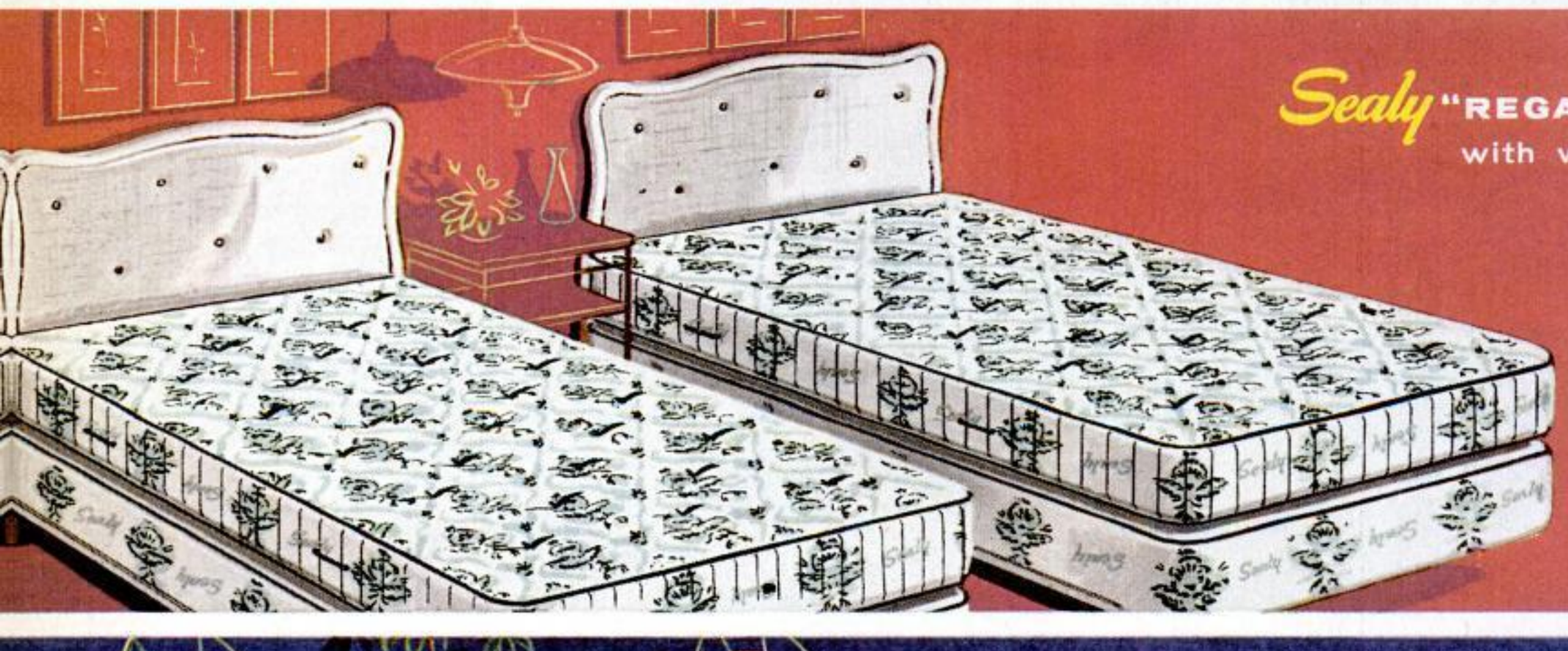
Button-free mattress with matching headboard

Beautiful, practical, easy to care for! Washable, plastic headboard; button-free Sealy mattress and matching box spring, decorator-coordinated in a striking contemporary print . . . plus sturdy steel frame on easy-roll casters. All four pieces,

JUST $89.75 COMPLETE

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The smart set young America's looking for! Famous Sealy mattress for years of comfort; matching box spring for properly balanced support; upholstered plastic headboard . . . plus sturdy steel frame on easy-roll casters. All four pieces at this value-packed price!

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Button-free mattress with bookcase headboard

The ultimate in modern living! Gray mist finish wooden bookcase headboard with sliding panels; luxuriously smooth, button-free Sealy mattress and coordinated box spring in smart striped cover . . . plus steel frame on easy-roll casters.

ALL FOUR PIECES,

JUST $99.75 COMPLETE

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LIFE
Vol. 43, No. 5 July 29, 1957



PHOTOGRAPHING ITS OWN SHADOW, THE NAVY "CRUSADER" STREAKS LOW OVER WATER BEFORE LANDING. BLURRED BACKGROUND INDICATES THE PLANE'S SPEED

PHOTO STORY OF RECORD 203-MINUTE FLIGHT

SUPERSONIC VIEW OF U.S.

At 9:04 E.D.T. one morning last week, Marine Major John H. Glenn Jr. took off from Los Angeles in his Navy F8U jet *Crusader*. Three hours, 23 minutes and 8.4 seconds later he touched down at Floyd Bennett Field in New York. The 2,460-mile flight not only shaved 22 minutes off the previous transcontinental record, set in 1955 by the U.S. Air Force, but it made aviation history as the first supersonic flight across the U.S. Though Major Glenn had to slow down three times en route to 340 mph to take on fuel from propeller-driven tankers—and descend to 25,000 feet to make the refueling rendezvous—he flew at an average altitude of 35,000 feet and at an average speed, which is supersonic for that altitude, of 726 mph.

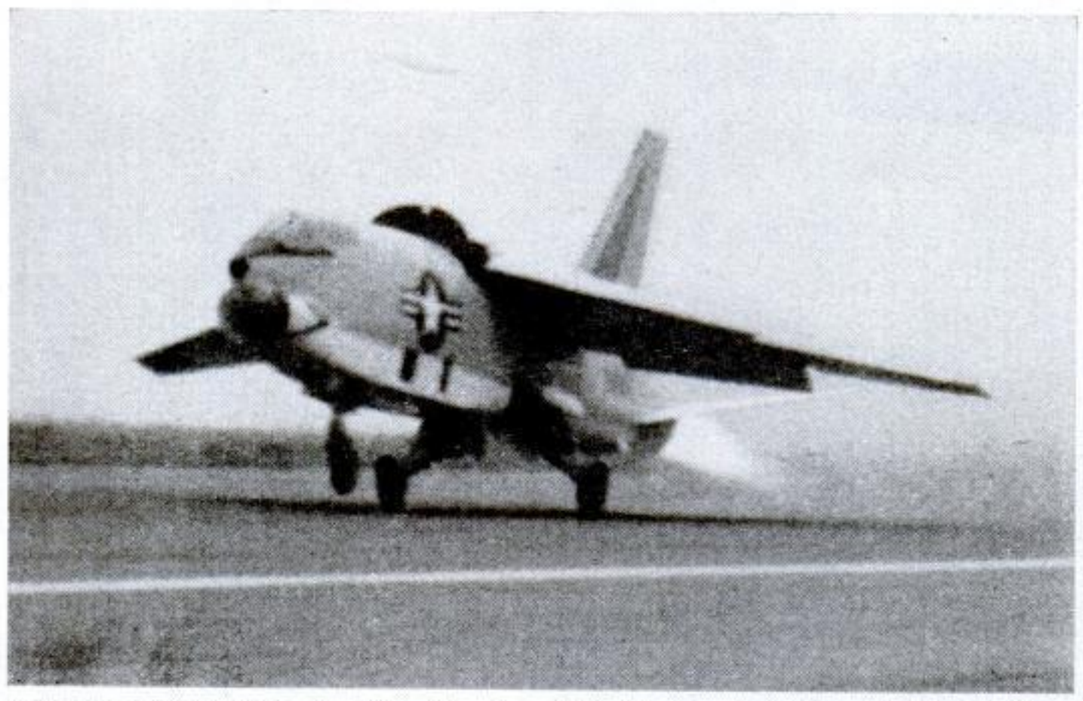
The plane also made another kind of record—a photographic one of its own flight. Six aerial cameras mounted in the plane's belly—three shooting straight down and three aimed at oblique angles forward and to each side—clicked away automatically at regular intervals to make continuous strips of aerial photographs from its take-off to its landing. Except over portions of the West and Midwest where there was a heavy cloud cover, the cameras recorded in clear detail every house, stream, road and factory the plane passed over. The pictures on these pages, which were taken from the Navy's aerial film exposed on Major Glenn's record flight, are part of the first supersonic portrait of the U.S. ever made from one coast to the other.



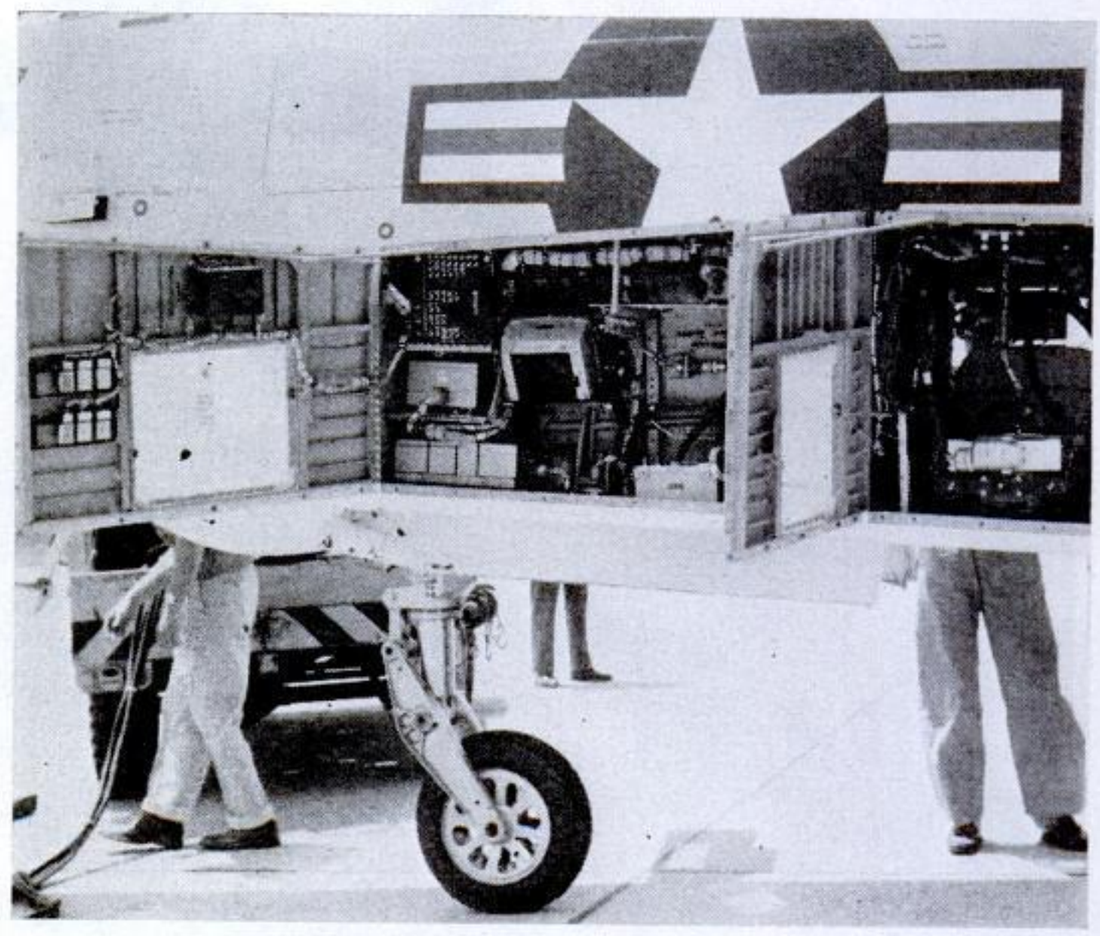
REWARD FOR FLIGHT is Distinguished Flying Cross awarded to Glenn by Navy Secretary Gates.

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DESERT, CITIES AND THE SONIC BOOMS



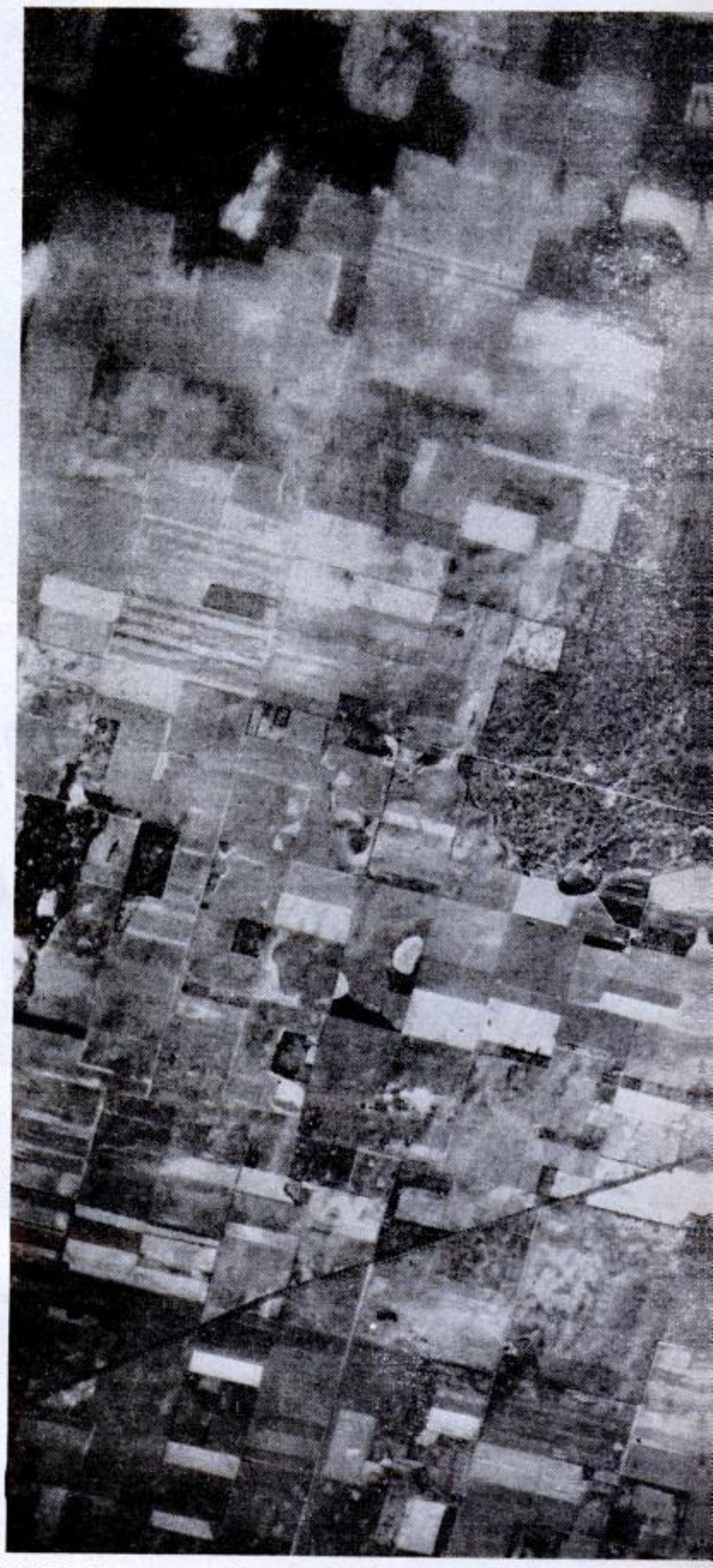
ON TAKE-OFF at the Los Alamitos Naval Air Station in California, Major Glenn turns on the Chance Vought plane's jet afterburner to get up maximum speed.



BANK OF CAMERAS, here opened up, includes an oblique camera (for angled views) in center and vertical camera at far right. Both were built by Fairchild.

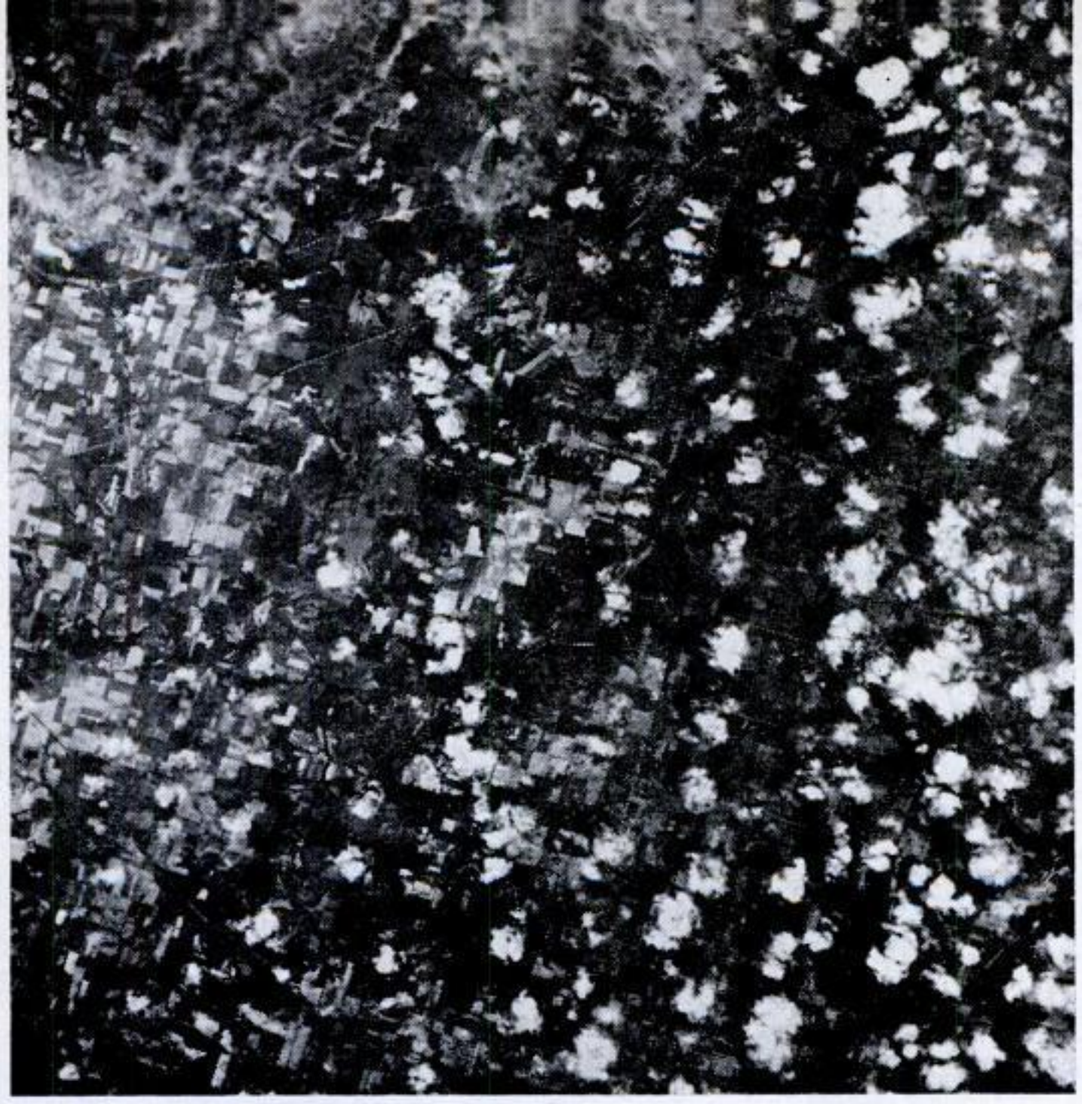


CALIFORNIA DESERT is photographed by port-side camera 13 minutes after take-off. The jet has already passed Palm Springs at a cruising altitude of 45,000 feet and is headed toward New Mexico.



LIBERAL, KAN., photographed from 48,500 feet, sits astride the Rock Island railroad which runs

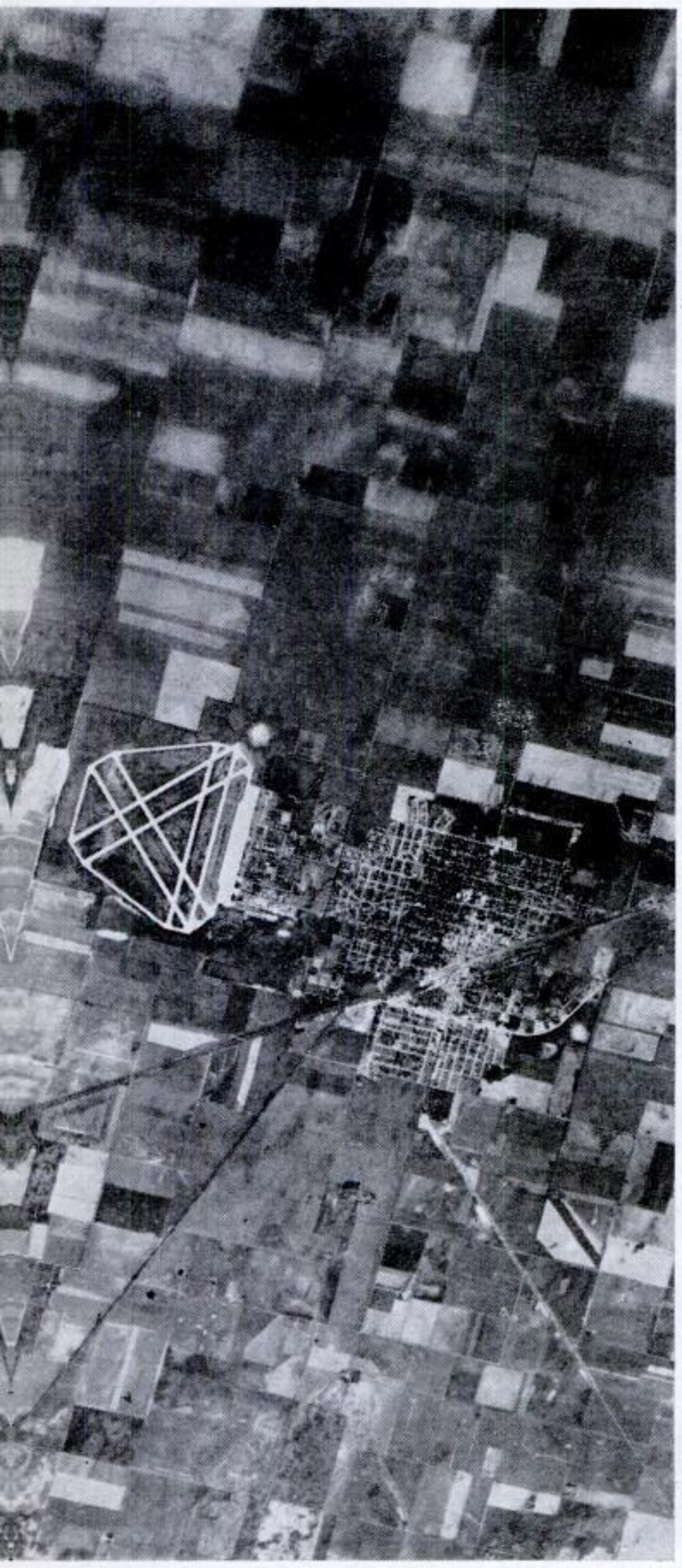
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SONIC BOOM AREA was above puffy clouds near Terre Haute, Ind. The plane's descent for refueling produced what Terre Haute residents heard as a loud crack.



COLLAPSED CEILING in Terre Haute home of Mr. and Mrs. Louis Howerton → was result, they claim, of sonic shock wave aimed at ground by descending jet.



diagonally across picture. Crisscross pattern marks old U.S. Army field now used as a municipal airport.



MONONGAHELA RIVER winds past Pittsburgh (*off top*) and McKeesport, Pa. (*center*) where the Youghiogheny River joins it. Picture, which is one frame from vertical strip, takes in 100 square miles.

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LOOP MOUNTAIN, 2,000-foot ridge (which shows up in black) in Pennsylvania Appalachians, shelters town of Roaring Spring (*center*). From here road cuts through ridge to McKee Gap at upper left.

TRENTON, N.J. (*upper right*) fronts on Delaware River above Fairless steel works (light section in

BROOKLYN is photographed from 1,200 feet as jet descends for landing. Road at top is Belt Parkway which circles Brooklyn. Tracks crossing Coney Island Creek are part of New York subway system.

PLANE'S SHADOW streaks along Belt Parkway just to right of Coney Island Avenue crossover.

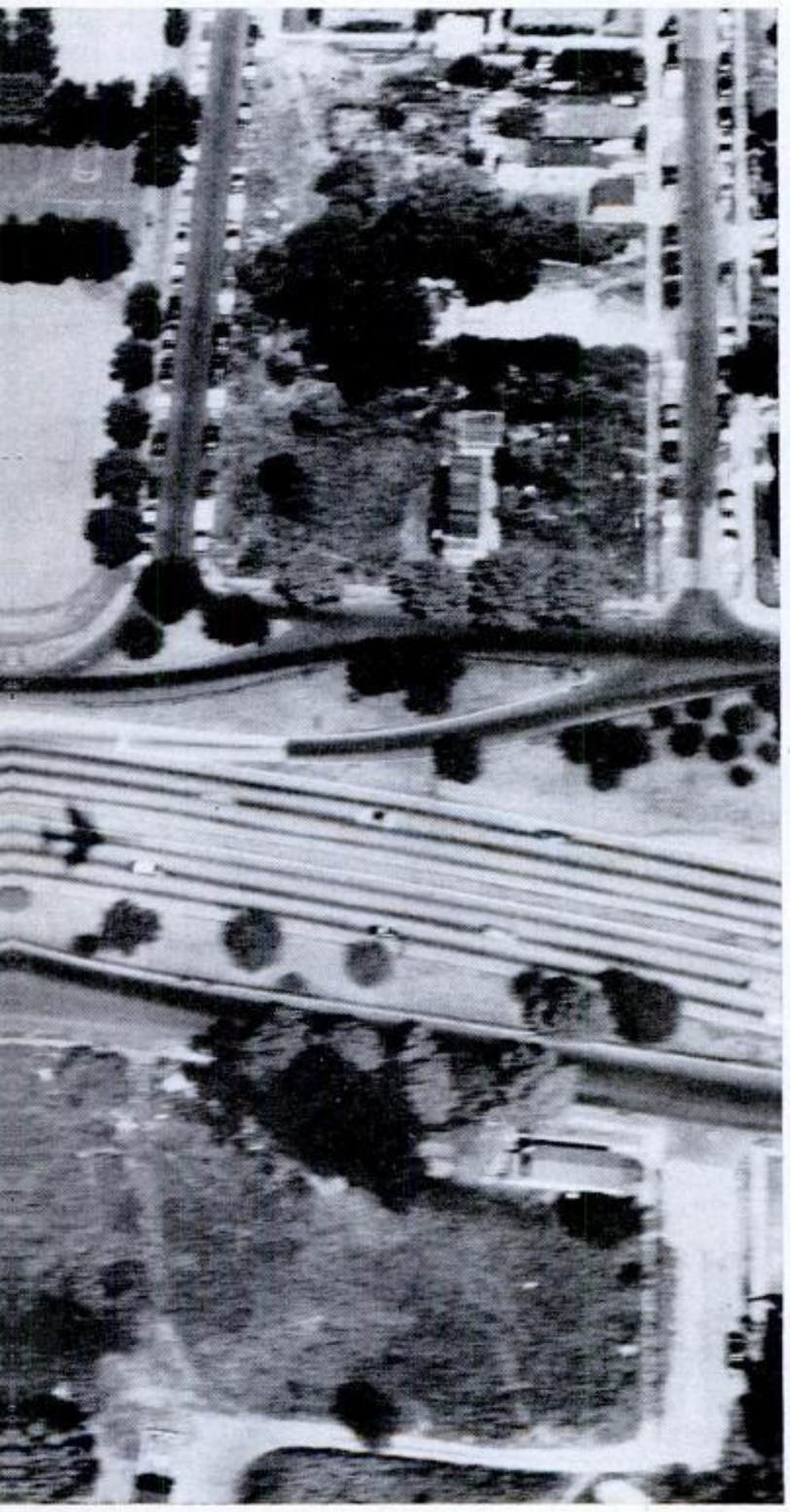
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lower center). At left center is Levittown housing project. Plane had dropped to 30,000 feet here.



NEW YORK APPROACH is made over New Jersey coast where Garden State Parkway crosses Raritan River (*center*), separating Perth Amboy (*right*) from South Amboy. Tip at far right is end of Staten Island.



Pilot has throttled jet back to 650 mph to avoid disturbing New York City with low altitude shock wave.



ON LOW PASS over Floyd Bennett Field for official time check, the plane's speed blurs Air National Guard jets lined up on the runway. Major Glenn then circled the field before making his landing.

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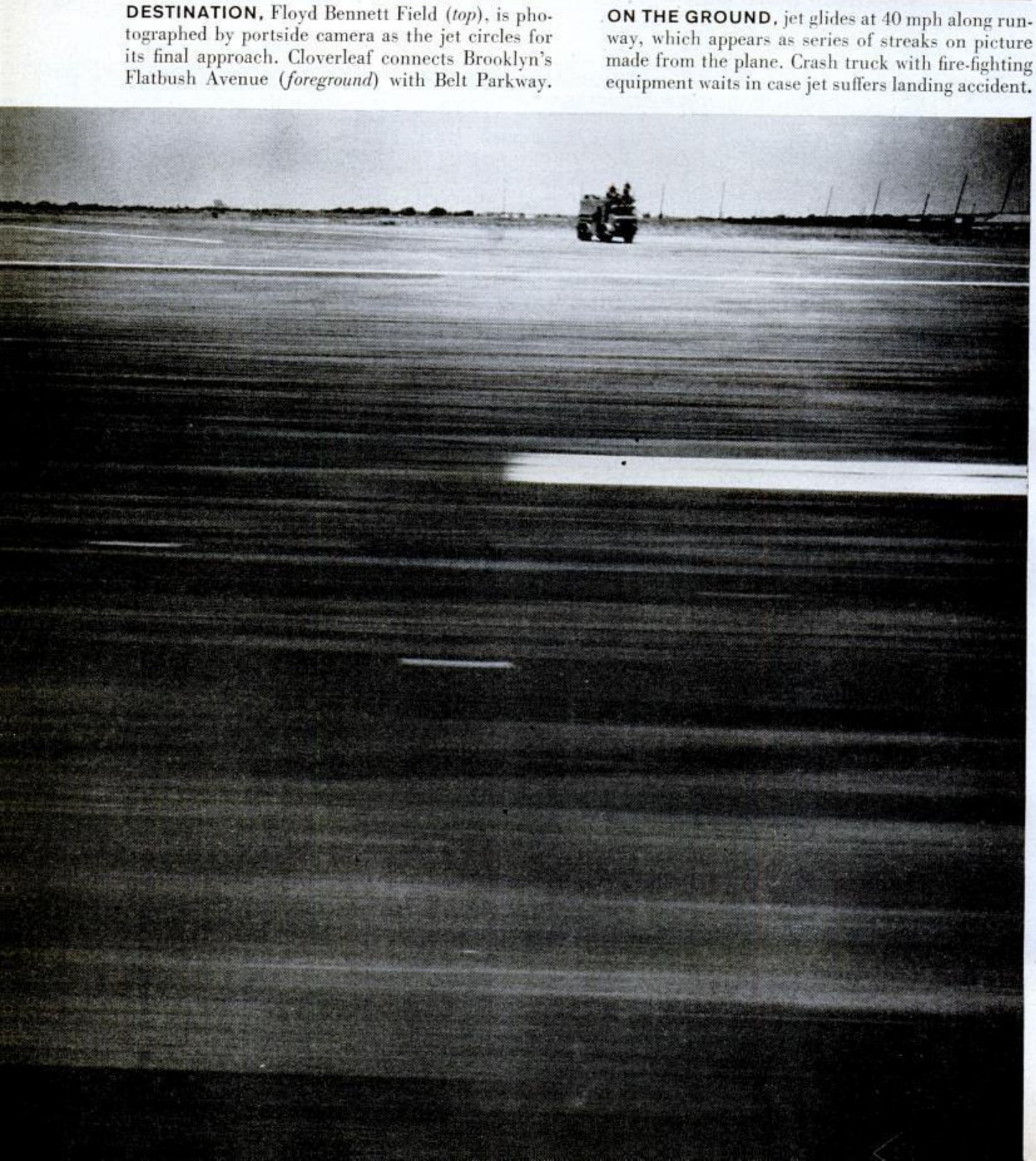
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SUPERSONIC VIEW CONTINUED

TOUCHDOWN,



DESTINATION, Floyd Bennett Field (*top*), is photographed by portside camera as the jet circles for its final approach. Cloverleaf connects Brooklyn's Flatbush Avenue (*foreground*) with Belt Parkway.



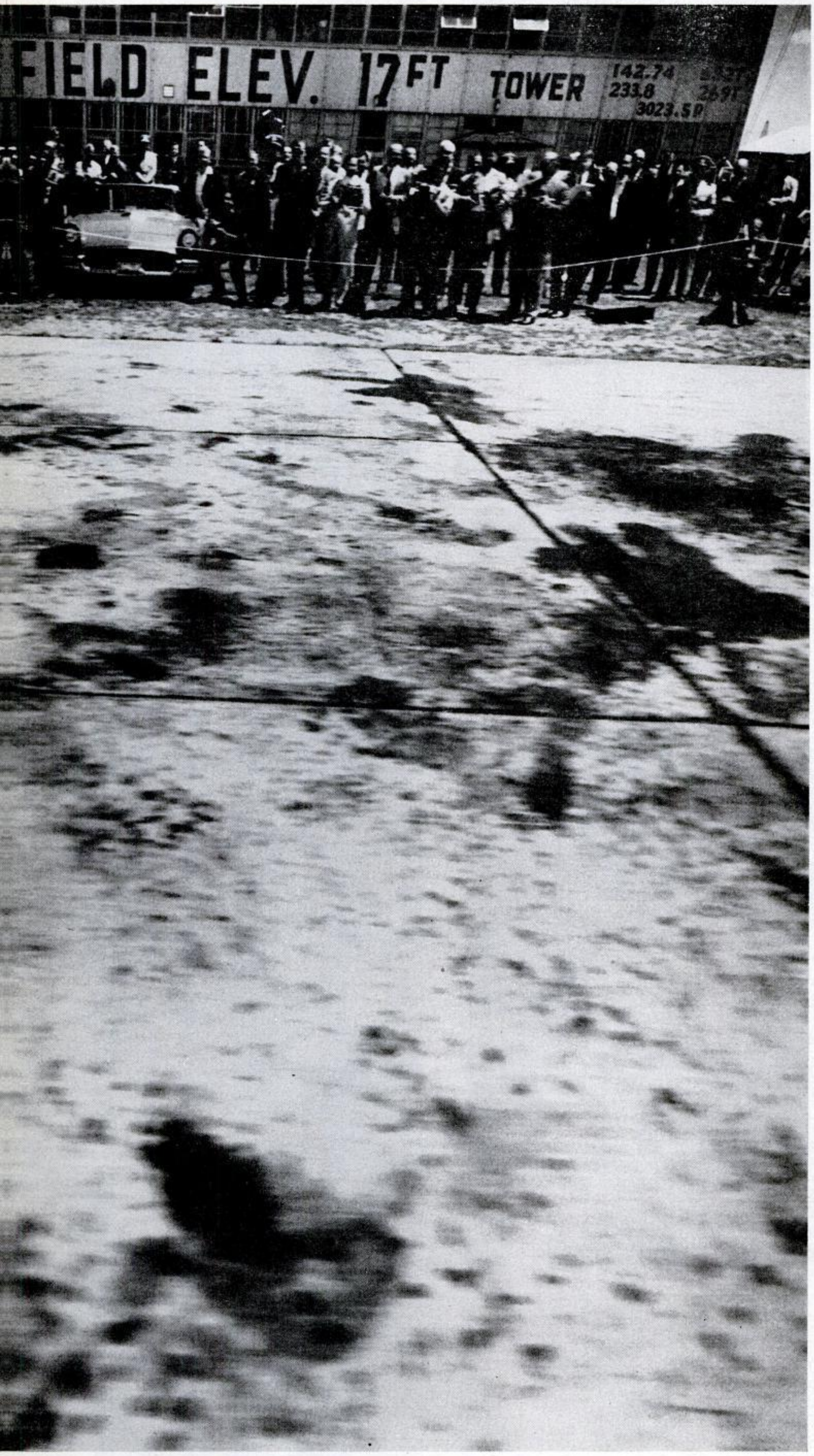
ON THE GROUND, jet glides at 40 mph along runway, which appears as series of streaks on picture made from the plane. Crash truck with fire-fighting equipment waits in case jet suffers landing accident.



WAITING CROWD of reporters and Navy officials, assembled in front of the Floyd Bennett operations

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CAMERA STILL OPERATING



building, is photographed by aerial camera in jet as it brakes to a stop. Camera is controlled by switch on the pilot's instrument panel and would normally be stopped as soon as aerial mission was completed.



MUSICAL WELCOME is extended by Navy band playing *Anchors Aweigh* and *The Marines' Hymn.*



FAMILY GREETING comes from Glenn's wife, son David, 11, and daughter Lyn, 10, after his landing.

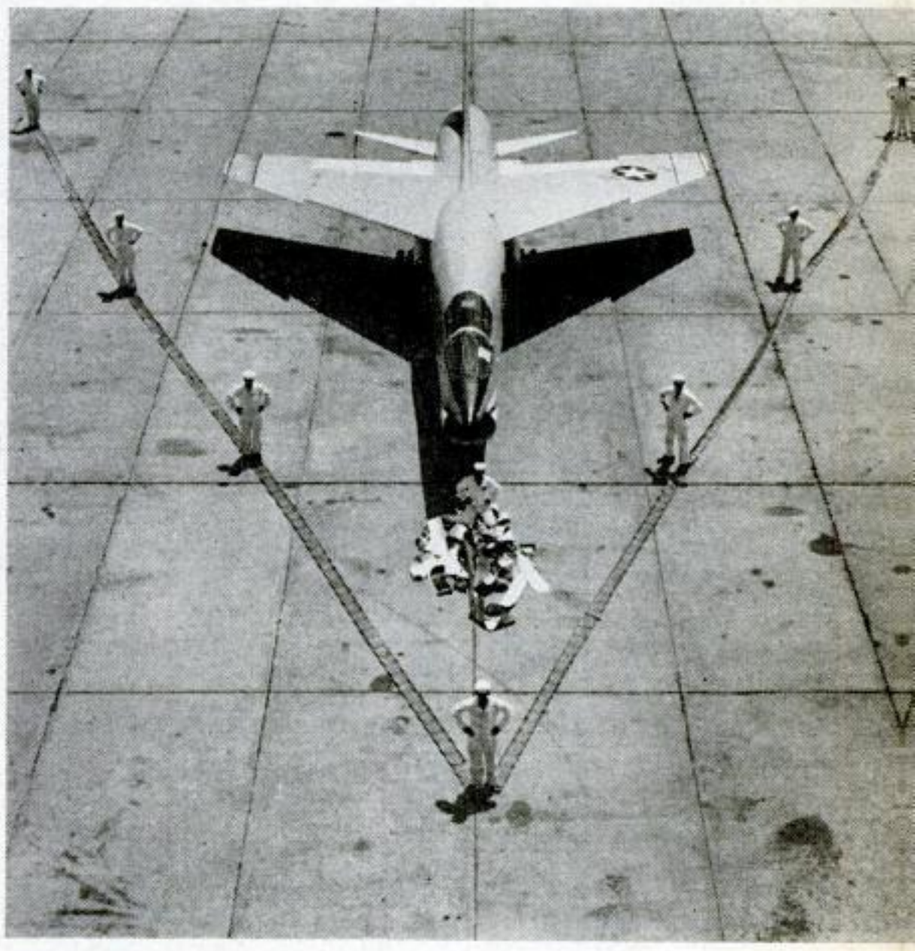


PHOTO RECORD consists of prints spread out beside plane which show half of trip from one camera.

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A LOOK AT



AN EMOTIONAL MOMENT FOR A FRENCH HERO

As France marked the 16th anniversary of her anti-Nazi war resistance at Mont-Valérien, the memories of the bitter struggle stirred deep emotions. General Charles de Gaulle (*right*), greeting his old comrades, came to a resistance hero who had been wounded. The wounded man struggled to his feet. Then as the general shook his hand he broke down and wept.



INUNDATION BY INSECTS

As Olie Alford drove through a Chicago street his car was covered with May flies. In the street an inch-thick blanket of the insects crackled under the wheels. The tormenting flies, called Ephemeroptera because they are short-lived, had whirred up from Lake Michigan and blanketed North Chicago. Then after 24 hours they died, leaving tons of corpses to be disposed of.

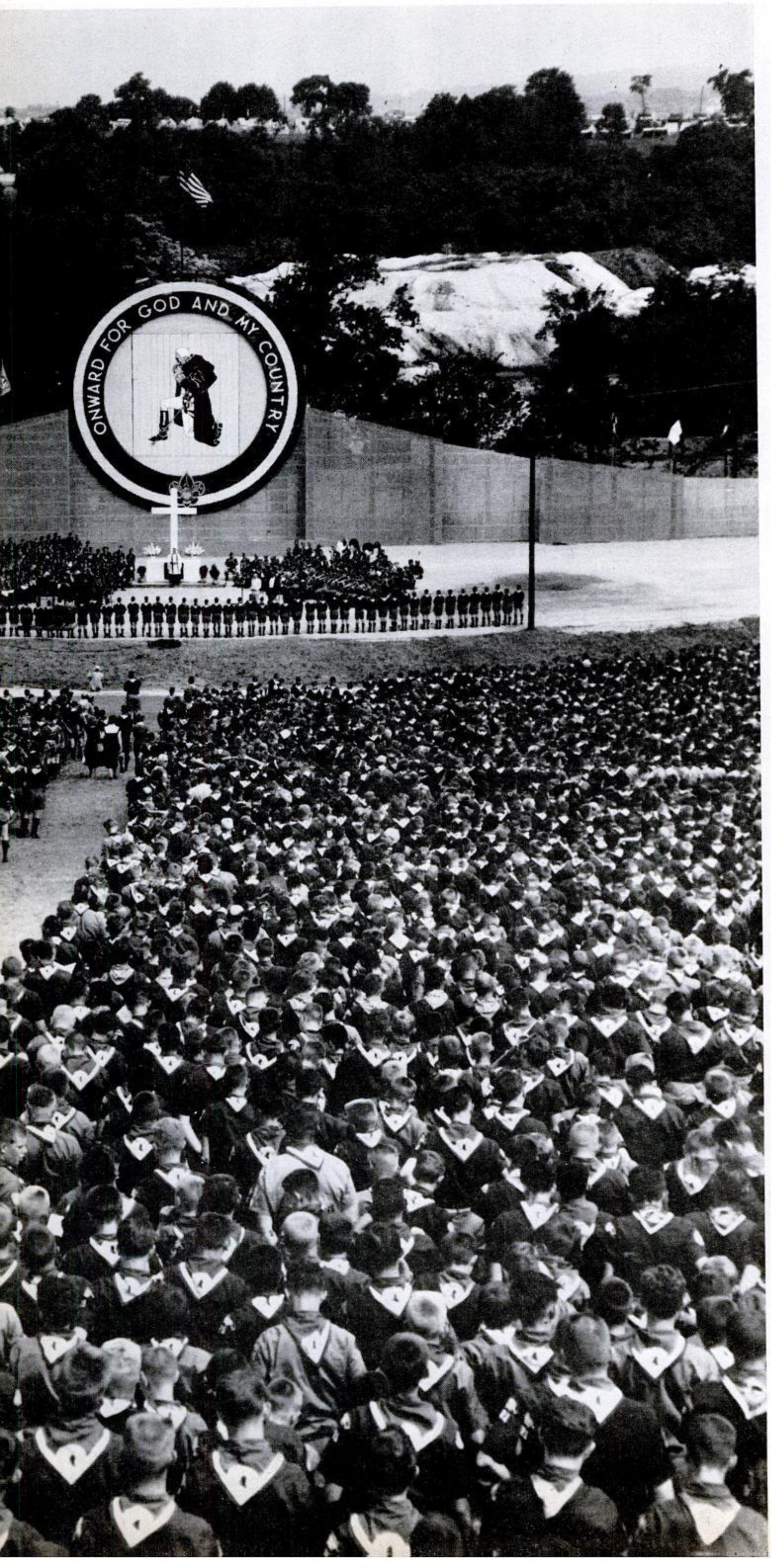


SACRED SCOUT SERVICE →

Standing before a great seal bearing a prayerful portrait of George Washington and the theme of their encampment, 30,000 Boy Scouts participated in religious services at Valley Forge, Pa. To accommodate the rest of the 52,000 Scouts who had come to Valley Forge for the fourth national Boy Scout jamboree, 12 other formal services were held the same morning.

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THE WORLD'S WEEK





HOFFA'S HAPPIEST HOUR

In Washington tough teamster boss Jimmy Hoffa was wearing an ear-to-ear smile. A jury had just acquitted him of a charge of bribing a Senate rackets investigating committee staff member (LIFE, March 25). The verdict cleared the way for what was expected to be Hoffa's next move: a campaign to succeed beleaguered Dave Beck as the president of the Teamsters.



YOUNGEST FUJI CLIMBER

With his hiking stick, 4-year-old Billy Mulvihill of Glendale, Calif. accompanied his father up Japan's famous Mt. Fuji. He is believed to be the youngest to climb the 12,389-ft. peak.

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KISS OF HOMAGE is given on hand of new Aga Khan by kneeling follower who met funeral cortege in Cairo. In black and weeping, the Begum sits at the right receiving condolences from other Ismailis.



UP FROM NILE AFTER BARGE TRIP TO WEST BANK,

FINAL JOURNEY FOR AGA KHAN



WIDOW AND HEIR, wearing pith helmets in 120° heat, are escorted from plane on arrival in Aswan.

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COFFIN IS BORNE TOWARD TOMB AT VILLA THE DECEASED HAD OFTEN OCCUPIED. PAKISTAN'S AMBASSADOR TO EGYPT (IN BLACK FUR CAP) LEADS CORTEGE

In a dozen lands of Europe, Asia and Africa last week millions of Ismaili Moslems were engaged in two solemn obligations: mourning their dead spiritual leader, the Aga Khan, and pledging allegiance to his successor. These devotions came to a focus at Aswan, in Egypt, where Aga Khan IV, 20-year-old Harvard student, brought his fantastically wealthy and fabulously legendary grandfather and predecessor for burial.

The journey began in Geneva where the Aga Khan died of a heart attack at 79. There it was revealed that his widow, the Begum, and his sons, Aly and Sadruddin, would inherit his temporal holdings. His spiritual heir, Aly's son Karim, pledged his life to carry on the Aga Khan's "vast work" even if he had to leave Harvard.

Then, with Aly and the Begum, who wept incessantly, Prince Karim set out for Aswan with the body in a chartered plane. The Aga Khan was buried at the approximate crossroads of his people, in a land he had loved, where he had often wintered with such friends as Somerset Maugham, and where caliphs of his sect had once ruled Egypt as the Fatimid dynasty.



WORSHIPERS' SHOES, put aside during devotions, are lined up in park in Karachi, Pakistan—Aga Khan's birthplace—where 7,000 Ismailis assembled to chant *fateha khwani*, prayers for the dead.



TEMPORARY TOMB in Aswan awaits coffin. Body will be placed later in specially built mausoleum.

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EDITORIAL

THE RIGHT TO VOTE

IT WILL BECOME REAL FOR ALL IF REPUBLICANS OF THE SENATE WILL STAND FIRM NOW

It used to be an axiom of American politics that reform administrations lose their steam after their re-election. The Eisenhower administration is in a wonderful position to disprove this axiom. Its civil rights bill, now before the U.S. Senate, will, if passed, be the first successful Congressional effort since 1875 to enforce the Constitutional rights of Negroes. The opposition, now making its last stand, has only one chance of frustrating this achievement: an untimely loss of resolution by the Republicans themselves.

To have got this bill to the floor of the Senate, so long the "graveyard of civil rights," is already quite a political achievement. It entailed a complete shift of traditional Congressional alliances. The remains of the old Taft-Russell axis, which had stalemated civil rights for the sake of checking Trumanism, was shelved and replaced by virtually solid Republican unity on the civil rights issue. With the help of northern liberal Democrats, this unity gives the cause of Negro rights a large majority in the Senate, which it has long had in the House and the country at large.

So now we are engaged in a parliamentary and oratorical re-enactment of the Civil War. Against the massive, Grant-like strategy of Senator Knowland, Republican floor leader Senator Russell has led his 17 diehard Confederate colleagues in a series of holding attacks as brilliant as Robert E. Lee's. Russell has managed to sow confusion and self-doubt in northern and western ranks. Scores of bogus issues have been introduced; the ghosts of Thaddeus Stevens, Daniel Webster and Uncle Remus have been raised to stalk the debate. Yet the central issue of the Administration's bill remains as simple as the central issue of the Civil War. In the words of Attorney General Brownell, "We are trying to destroy an unconstitutional system of discrimination based on color."

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The bill itself is in four parts. The first two are relatively noncontroversial: a civil rights commission to examine abuses, and a new assistant attorney general to handle the new business which the Department of Justice aims to take on. Parts Three and Four describe this new business. They give the Department of Justice a new method of enforcing already existing laws. At present the department can, under old laws, bring or assist criminal prosecutions against state officers or others who obstruct a Negro's exercise of his rights. The new bill enables the department to "take the civil route" in addition to the criminal—*i.e.*, to ask for a court injunction before the offense is committed, which if committed could then be punished without a jury trial as contempt of court.

Part Three extends this method to a variety of illegal acts common to all parts of the country, such as the third degree, prison brutality, mob violence, etc. It could also be used if necessary to enforce compliance with the Supreme Court decision against segregation in the schools. Part Three has been the first target of southern counterattack. Senator Russell called it "cunningly designed" with a hidden intent "to put black heels on white necks." Part Three describes no new crimes, however, and Republicans and liberal Democrats could with good conscience stand by all of it. But some have already weakened. The Administration's problem now is to keep this weakness from spreading to Part Four, which deals exclusively with the most crucial of all civil rights, the right to vote.

On this right the White House has said it will not yield. We trust the President is serious and knows exactly what he is fighting for. Otherwise he could have saved everybody trouble by skipping the whole issue of civil rights.

The attack on Part Four centers on the fact that an injunction can be obtained, and its defiance punished, without a jury trial. This is standard juridical procedure in contempt cases involving the U.S. government. It is employed every day in federal actions under the antitrust, SEC and NLRB laws, among others. Nobody likes to seem to be against jury trials, a fact which has already placed Senators Mundt and O'Mahoney against this feature of Part Four. But the jury-trial amendment they propose would not only be a procedural novelty; it would emasculate the bill, for the all-white jury is a major bastion of the white franchise monopoly in many parts of the South.

It used to be the grandfather clause, or the white primary, or the cumulative poll tax, but such devices are now outlawed or outworn. Physical intimidation also grows less respectable and less used every year. In those southern counties where Negroes are still prevented en masse from registering, the techniques are mostly beyond the reach of any real legal redress except the one Brownell demands.

•

These techniques are various. Registrars simply close their offices when Negroes appear. In one Louisiana parish last year over 3,000 Negroes who had been bold and smart enough to get registered were challenged by the White Citizens Council and given no time or opportunity to reinstate themselves. Tests of literacy, spelling or understanding the Constitution are applied with polite but deliberate unfairness. The economic heat is turned up at election time. The results are clear from statistics recently gathered by the Southern Regional Council: in 11 southern states only 25% of voting-age Negroes are registered, as compared to 60% of the whites. The percentage of Negro voters increases yearly, and discrimination has virtually ceased in Texas, Arkansas, Tennessee and parts of other states. The fact remains that a good three million qualified Negroes are still prevented from voting by various white supremacy techniques.

Neither the techniques nor the individuals usually warrant criminal prosecution, which is why Brownell wants this civil string to his bow. By the same token, they are the kind of techniques and individuals that a southern white jury will usually condone. Most federal judges in the South are also southern whites; but they are above all honest judges who know what the Constitution says and who are no more anxious to be overruled above (or disobeyed below) than judges anywhere. That is why Brownell could say of his bill, "The reason we are asking for it is because it would be effective, and I think the reason for a lot of the opposition to this is the fear that it will be effective where other means have failed."

If this bill is emasculated, Negroes will continue to vote in slowly, instead of rapidly, mounting numbers. They will go on winning court cases under the leadership of the N.A.A.C.P., to which they will look as a better guardian of their rights than Congress; and they will look to litigiousness as a more profitable way of life than party politics. The white supremacists of the South, on the other hand, will have won another lease on that familiar sickroom where they nurse their political schizophrenia, praising and defying the U.S. Constitution at the same time.

But if the bill is passed intact, thousands of honest white Southerners, including registrars of voting, will be able to leave the sickroom for the world of democratic realities, some damning but most silently thanking the federal courts that hold open the door. As for the Constitution and the democratic process, they will be strengthened in a way that will make this Congress memorable for years to come.

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"To make the best, begin with the best—then cook with extra care."



The Campbell Shopping List

We go to market in 48 states (and beyond) to bring you the finest flavors

If you could shop anywhere you wanted, you might go to Omaha for beef. To New Orleans for shrimp. And perhaps to some place in Wisconsin or New York for cheese.

Well, that's pretty much the way Campbell does it. Our buyers scout the entire country—and even reach overseas—in search of ingredients to use in creating finer flavors for you.

Science of shopping

While many things are grown especially for us by Campbell farmers, we do shop for over 100 different items to be used in Campbell Soups, Swanson and Franco-American Products. Our grocery list calls for everything from mustard flour to curry powder, from clams to hams.

A group of outside specialists works full time to see that nothing gets into Campbell's cupboards unless it meets Campbell's standards. A vegetable, for example, must be fresh, tender, and free of bruises to get past their expert eye.

Besides being checked for tenderness, flavor, color and appearance, ingredients for Campbell are quality-tested by the very latest equipment. Corn by the Succulometer. Peas by the Tenderometer. Tomatoes by the Colorimeter. And other vegetables by Moisture Testers.

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Such careful checking and rechecking takes extra time and trouble. But it's one of many reasons why things from our kitchens always seem to taste so good. As our motto says: "To make the best, begin with the best—then cook with extra care."

"We blend the best with careful pains
In skillful combination,
And every single one contains
Our business reputation."



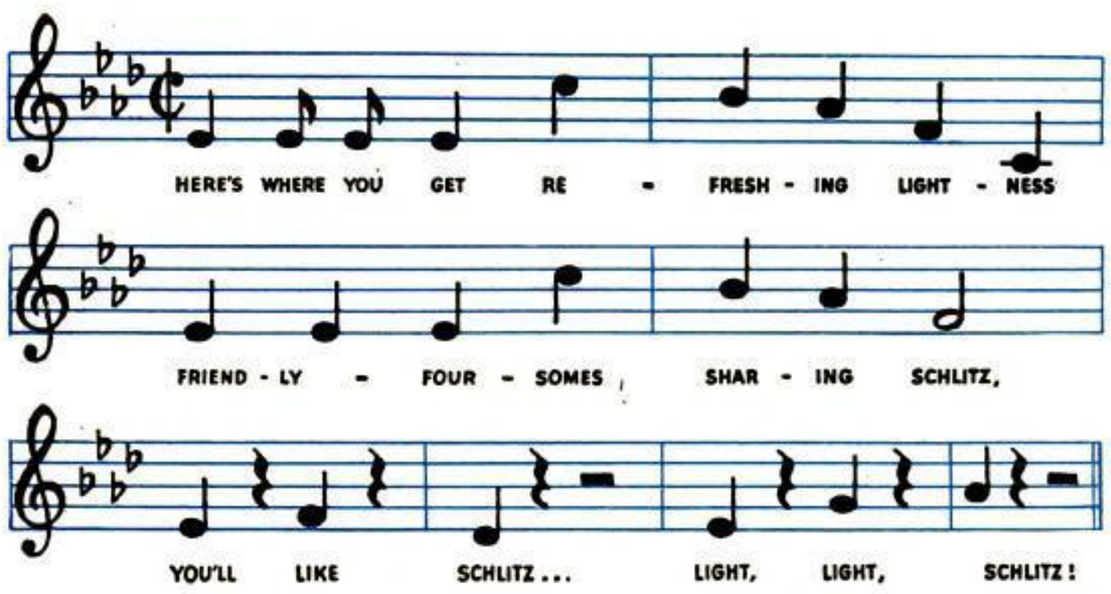
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The Schlitztee



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MAKE IT a Schlitzsome foursome. Just say "Four!" to the Schlitztender.

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

Give your throat a Schlitzshower after your next round. Light, refreshing Schlitz makes any game more fun.

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OR GOLFERS TAKE A SCHLITZBREAK





SCHLITZLIGHT

—kiss of the hops

Never bitter. No aftertaste. No heaviness, even with meals. Sits light because it's Schlitzlight. Refresh your leisure and your pause-time without feeling full.



SCHLITZKEPT

—air-free

Like peeled fruit, beer loses flavor when exposed to air. So Schlitz is brewed air-free, air-sealed. Helps keep its fresh, Schlitzdraught taste in bottles and cans.



SCHLITZNESS

—continuous quality

Your tavern keeper will tell you Schlitz is the most dependable beer brewed. That's why it's the world's best seller. You pay so little more. You serve it so proudly.

Be a Schlitzer · Be refreshed

Adult Refreshment

Schlitz ®

So light



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HAVE A REAL CIGARETTE—

HAVE A Camel



"I like a real cigarette—one I can really taste and thoroughly enjoy. That's why Camels have been my cigarette for nearly 15 years."

Richard Bertram

OCEAN RACER AND YACHT BROKER

Discover the difference between "just smoking"... and Camels!

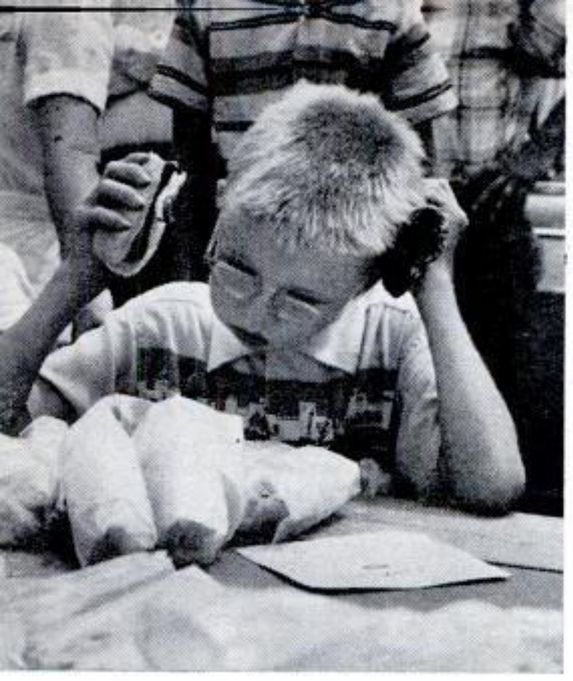
Taste the difference! There is nothing like the good, rich flavor of Camels, so deeply satisfying. No fads, no frills, no fancy stuff — simply the finest taste in tobacco.

Feel the difference! The exclusive Camel blend of quality tobaccos is unmatched for *smooth* smoking. Camels never let you down — they're easy to get along with.

Enjoy the difference! Have a *real* cigarette — have a Camel! See why more people today smoke Camels than any other brand. Try Camels — they've really got it!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

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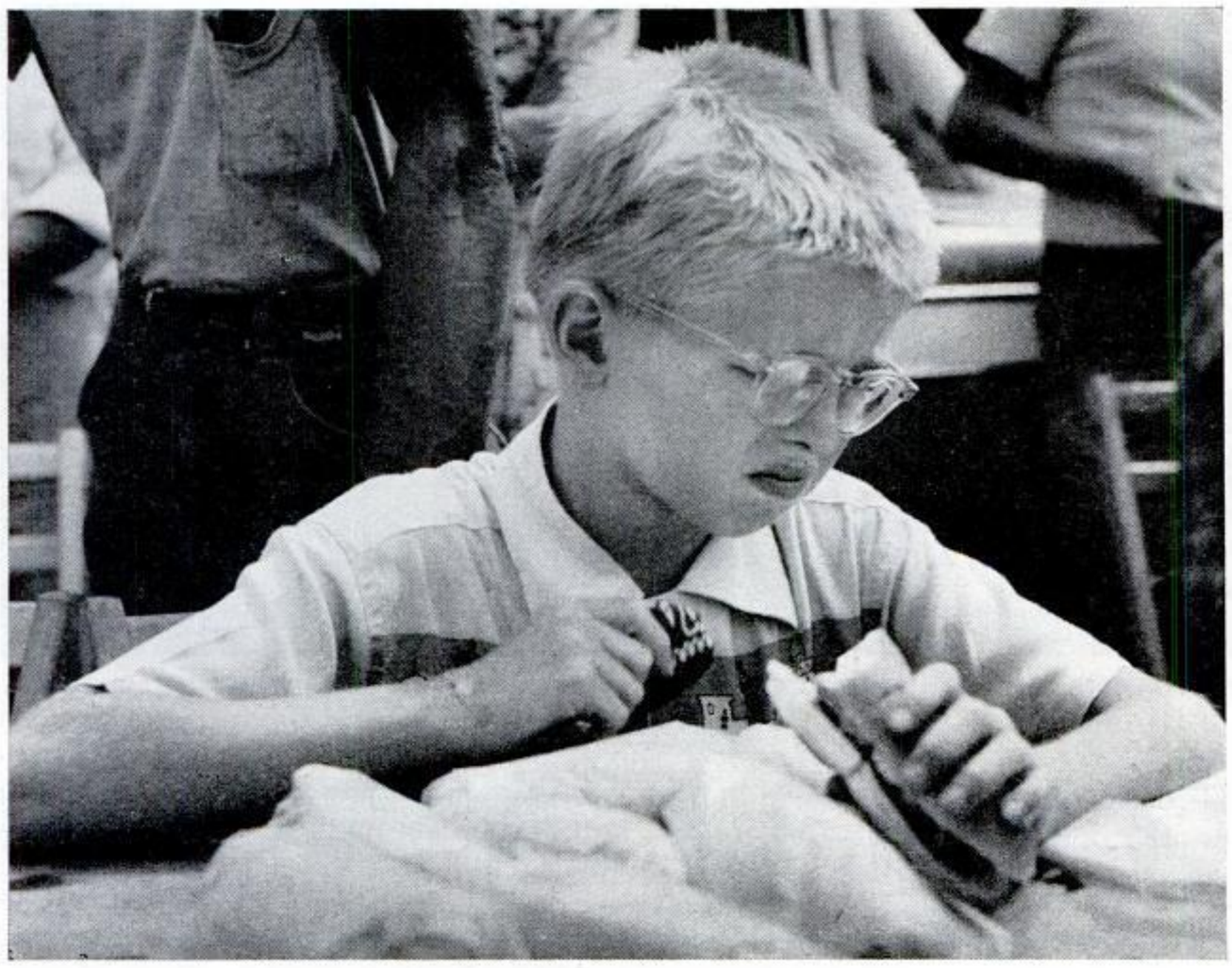




SINKING SLOWLY, David Dittmar, 11, sadly contemplates his full ration of frankfurters (*above*), then finally succumbs to satiety and suffering in second round of contest.

HOT DOG ORGY'S WOEFUL RESULT

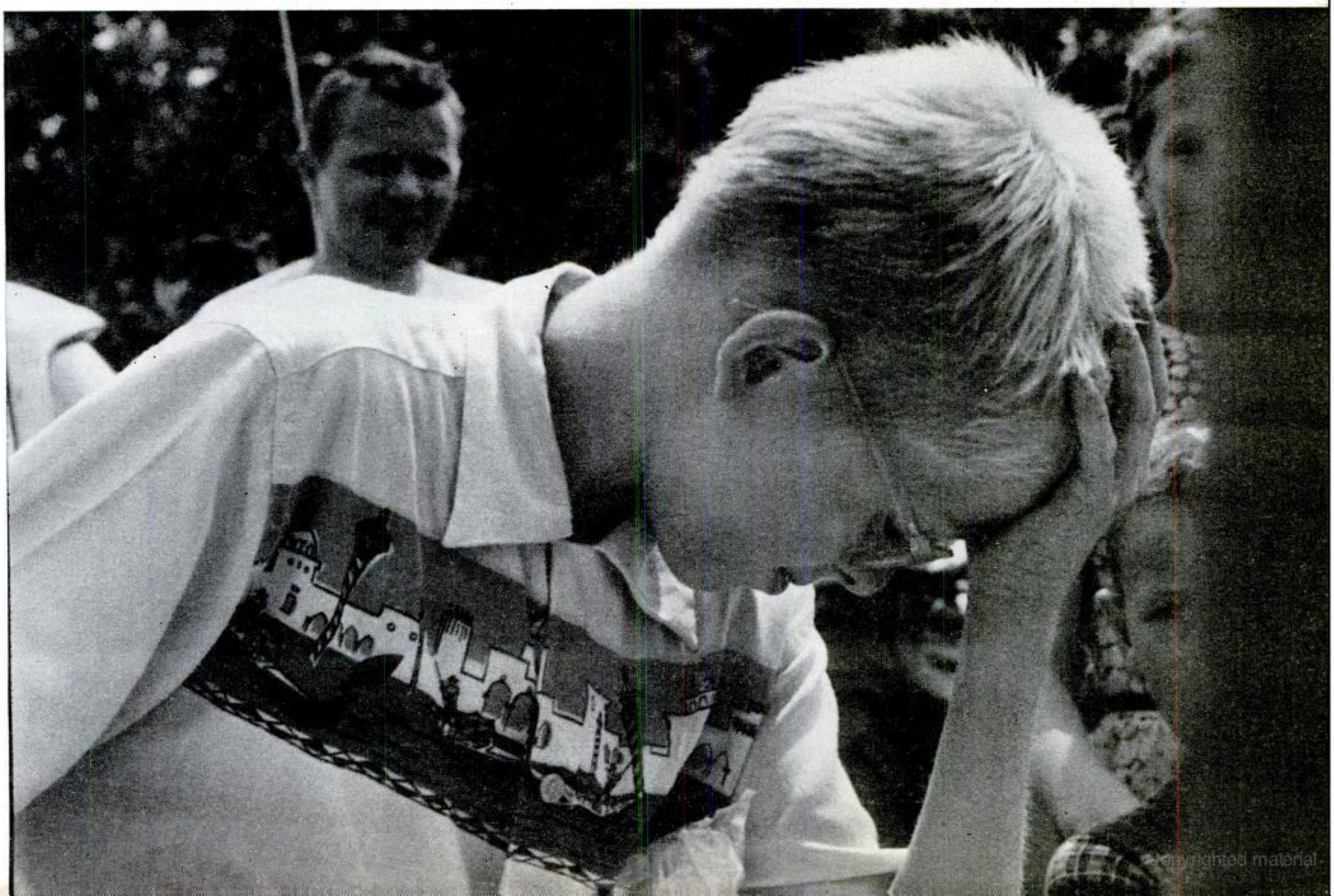




Postcontest view of franks: bilious

When officials of a company that makes skinless frankfurters chose Danville, Ohio (pop. 38,000) as the site for their new plant, they decided one way of whetting the area's appetite was to sponsor a hot dog eating contest. Last week some 200 kids turned out at the fair grounds for the event (*above*), and many of them wound up swearing off franks forever.

The temperature had climbed into the 90s as, one by one, the contestants began clutching their stomachs and darting away from the table. The eventual winner was a 12-year-old Danville boy who was still going strong after 17 franks. But a sympathetic spectator summed it up for the rest: "There's going to be a lot of castor oil drunk in Danville tonight."



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FINDING CAPTIVE AUDIENCE, GLENN DAVIS WINS A SMILE AT PLATTEVILLE



LIEUT. GOVERNOR WARREN KNOWLES, A CONSERVATIVE REPUBLICAN AND A

OPEN CONTEST FOR JOE'S JOB

In Wisconsin seven Republicans and two Democrats are vying for a big political prize—the late Joseph McCarthy's seat in the Senate. The primary is next Tuesday and a special election next month. The outcome will not upset the Senate's Democratic majority (now 49–46), but it will undoubtedly be taken as an indication of President Eisenhower's popularity. It should also show whether or not the ghost of McCarthy still lurks over Wisconsin politics.

The leading Republican contender is former Governor Walter J. Kohler who says, "There isn't a McCarthy vote anymore." Kohler backs the Administration. His most serious rival, ex-Congressman Glenn R. Davis (*above, left*), hits it hard. Davis and all other Republicans in the



POLISH-AMERICAN Republican Representative Alvin O'Konski campaigns on TV, may get big Polish vote.



McCARTHYITE Gerald Lorge, Republican, offers campaign postcards to customer in an Appleton drugstore.



OUTSIDER John Schafer, who will make speech to anyone who will listen, gets petition signed in Milwaukee.



FORMER JUDGE, Henry Hughes, is irked by Supreme Court's rulings. Here he campaigns at Pardeeville.

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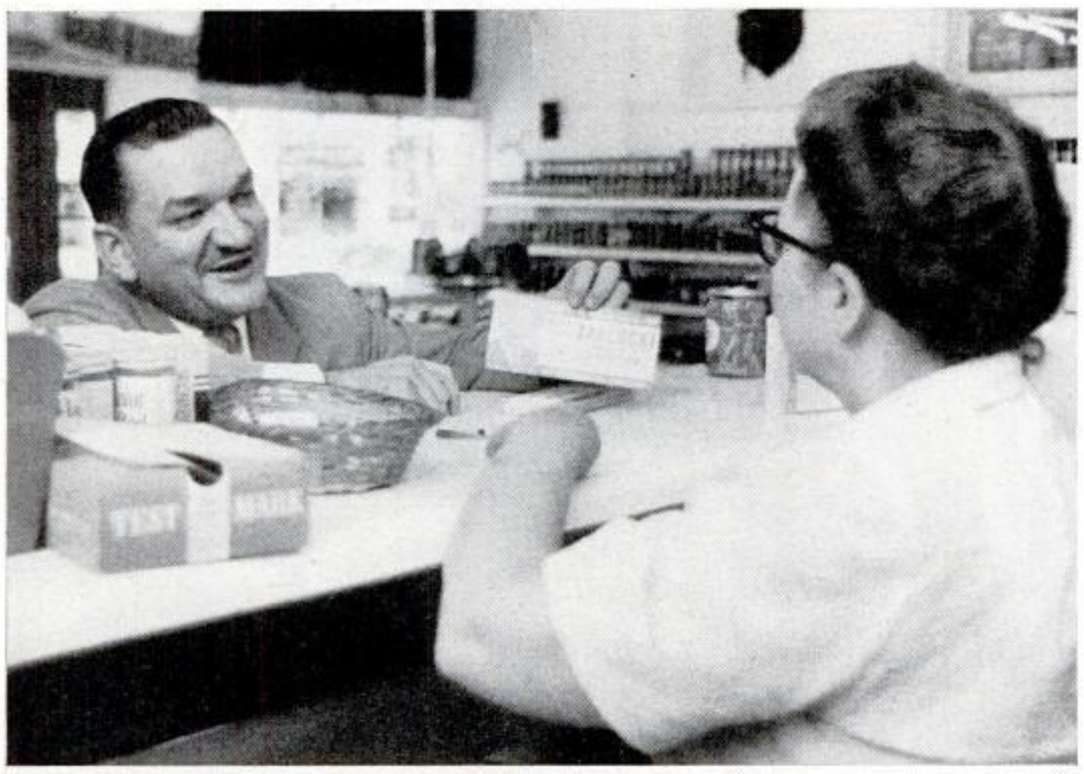
POLITE CAMPAIGNER, HANDS OUT CAMPAIGN FANS

race attack high foreign aid, as did McCarthy. But only minor contender Gerald Lorge has actually wrapped himself in McCarthy's mantle.

On the Democratic side the favorite is William Proxmire, 41, who claims to have shaken 4,000 hands in one day. He may be just doing this for exercise, however, since the odds are on the Republican candidate, whoever he is.



ONLY IKEMAN IN THE RACE IS FORMER GOVERNOR KOHLER, WHO HITS PRESIDENT'S SCHOOL AID PLAN



HOPEFUL DEMOCRAT Clement J. Zablocki chats with Tessie Nowaczyk in her sausage shop in Polish-American section of Milwaukee. Zablocki faces an uphill fight and pins his hopes on solid vote in his home Fourth Congressional District.

FRONT-RUNNING DEMOCRAT William Proxmire uses his own car as a campaign headquarters and writes his speeches en route. He also stays in low-rent hotels and says, "I represent the people; the Republicans represent big business." →



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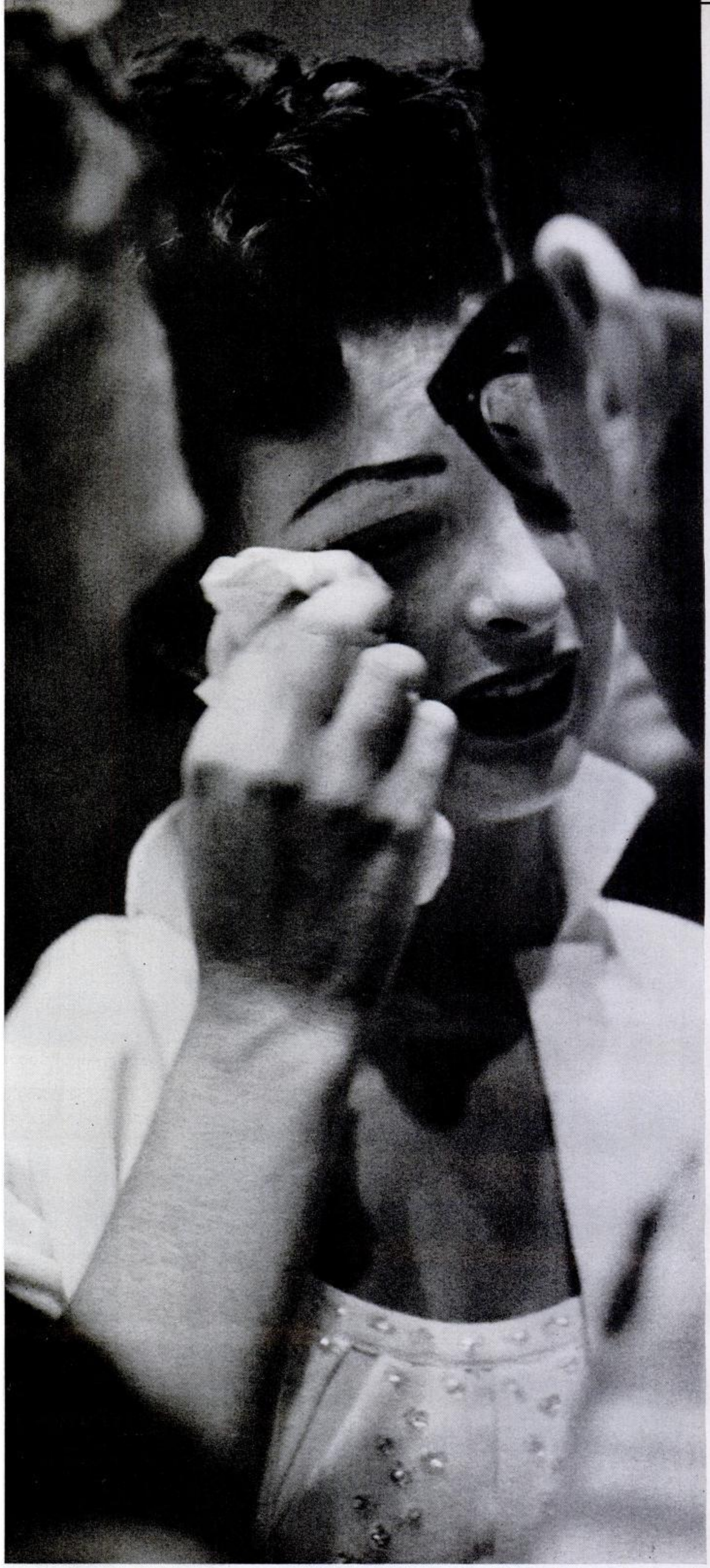
LEONA POSED WITH HUSBAND, SONS LAST YEAR

A NEAR MISS FOR A MISSUS

After Leona Gage, 21, a striking 5-foot-9-inch brunette from Maryland, was selected Miss U.S.A. in the preliminaries of the Miss Universe contest last week, she told reporters the prizes, worth some $4,000, would come in handy because she had only $2 to her name. The next day rumors spread that Leona was a Mrs. instead of a Miss. Weeping, she denied them, later broke down and admitted the fraud—she was really Mary Leona Gage Ennis, 18, mother of two, and married to an Air Force sergeant since the age of 14. "We desperately needed the money. . . . I hoped to get good jobs," she sobbed. Leona was sent home without prize money but not without some success. She had accepted a job in a Las Vegas night club for $200 a week, and other offers were pouring in.



TEARFUL SUCCESSOR Miss Utah has press conference with Leona, who admitted rumors were true.



TEARFUL DENIAL of marriage rumors is made by Leona when reporters question her at the contest. But her mother-in-law, baby-sitting for Leona in Maryland, confirmed the reports to newsmen there.

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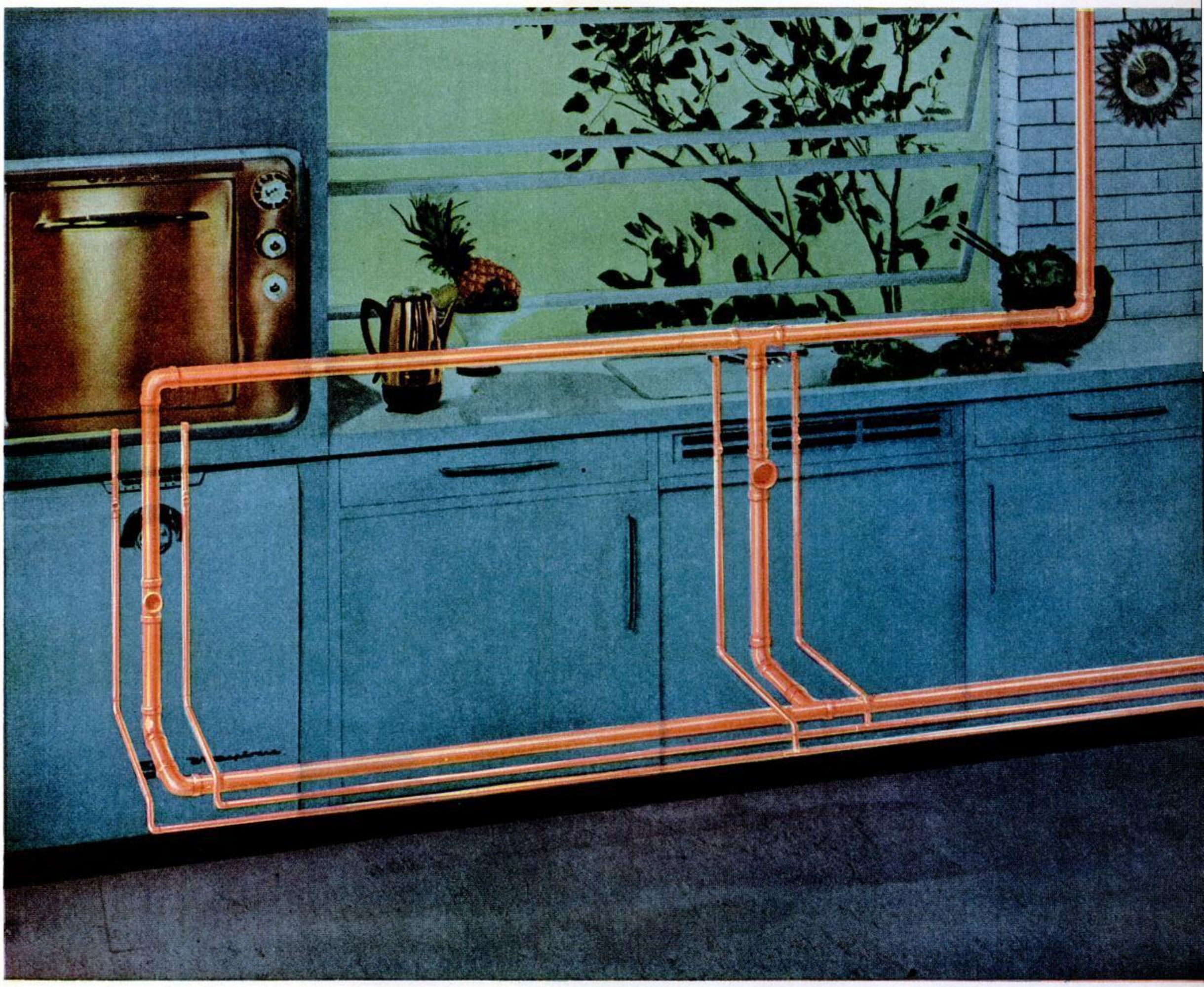


Who made tomato flavor come alive in catsup?

Del Monte® chefs did...with pineapple distilled vinegar! You see—the richest, ripest tomatoes and the most exciting spices deserve a very special vinegar to blend and bring out every last bit of their flavor in catsup. And DEL MONTE's own pineapple distilled vinegar is so friendly to tomato flavor—it makes DEL MONTE the liveliest-tasting catsup ever. For flavor's sake, next time you go on a picnic, *don't* forget the DEL MONTE Brand Catsup!

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Only copper tube keeps water flowing so strong, for so long!

Day in, day out, you rely on water to keep your home livable! You drink it. You cook and clean with it. You bathe in it. Even comfortable heating and cooling depend on free-flowing water throughout the year. Truly, the pipes that carry water are the *Lifelines* of your home!

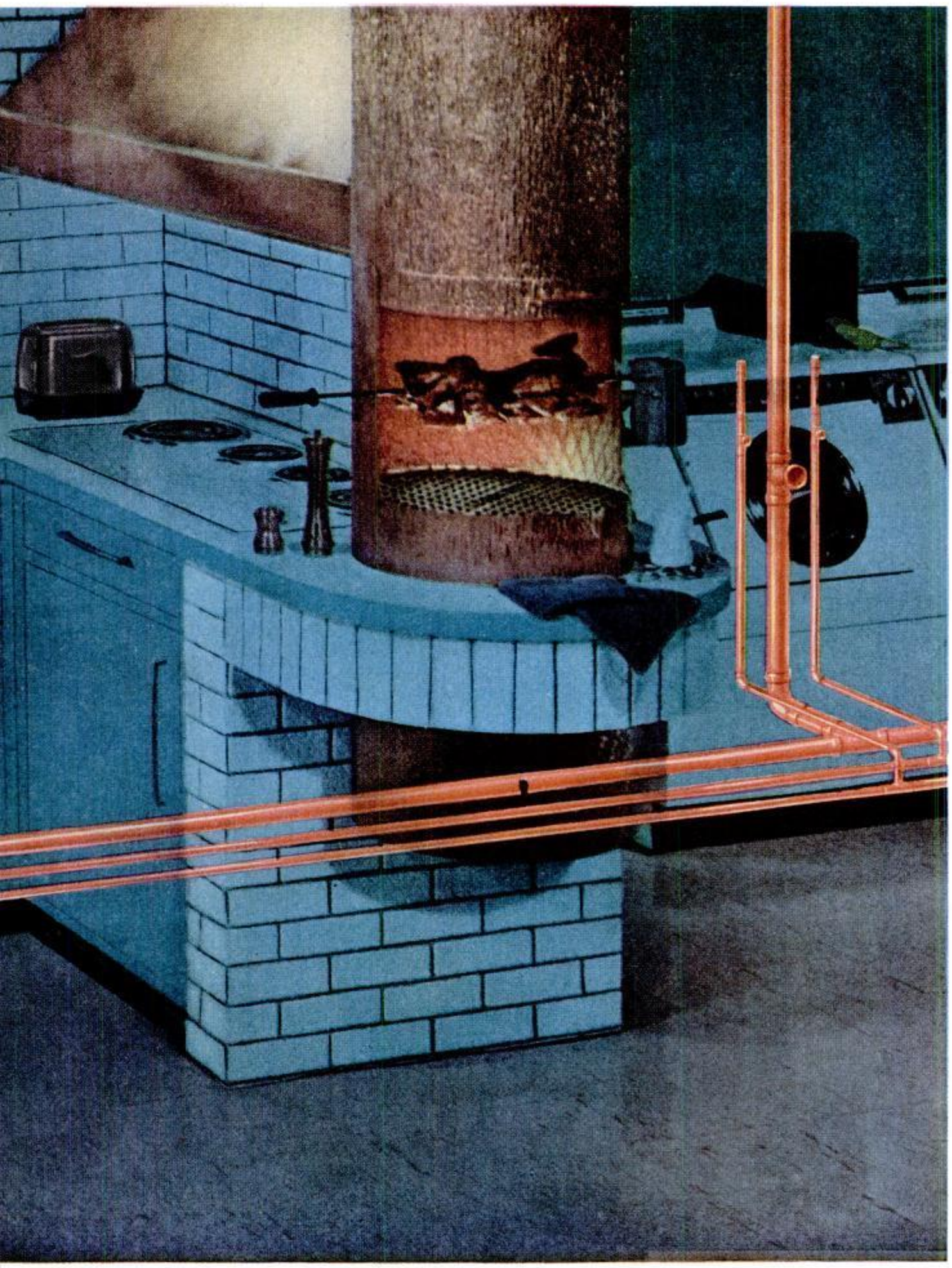
When you build or remodel, make *sure* the Lifelines of your home are *copper*... Chase copper. That way, you *know* they'll stay free-flowing, clear and clean over the years. Corrosion-resistant Chase copper tube can *never* clog with rust.

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"We don't mind how *rough* it is...what's the *shortest* road?"

One of the great thrills in driving your new Plymouth is discovering that *you're* the master of where you're going . . . not the road!

The reason is Plymouth's new *Torsion-Aire Ride*—exactly the same luxury suspension system you get in cars costing $6000 and up! Plymouth *Torsion-Aire* puts bumps out of business . . . floats you easily over the country's roughest roads . . . lets you glide around turns without sidesway or lean . . . stop without nose-dive or dip.

It's a ride that's made for roaming. Free forever from bounce or jounce, you'll find yourself exploring new roads . . . ranging colorful, traffic-free byways on vacation trips!

And *only* Plymouth brings you *Torsion-Aire* comfort in the low-price 3! Your Plymouth dealer invites you to go out on the meanest road you know and try this 3-years-ahead advance today! Compare "all 3." Join the thousands who've picked a winner in Plymouth!

Today... try Plymouth Torsion-Aire... the ride that's 3 years ahead

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An Imperial Pagoda

OREGON MUSEUM GETS $75,000 JADE

For years this rare nine-foot-tall Chinese jade pagoda languished in warehouses in Europe and the U.S. Carved in 1710, it survived the sack of the Peking Summer Palace during the Boxer Rebellion, and eventually made its way to Western art dealers. It was exhibited occasionally but found no buyers. Then, as the currently booming art market (LIFE, June 17) brought Oriental art into its own, the pagoda was sold last year for $75,000 to Winston Guest, the famous polo player, who is a connoisseur of Oriental art, and given by him to the University of Oregon.

The pagoda, commissioned by an emperor as an offering to the gods, is of delicate green jade, which the Chinese call "moss in the snow." Its roofs are trimmed with bronze, ornamented with dragons' heads, and it is hung from top to bottom with 72 bronze bells. The pagoda is placed in the museum so that when the Pacific breeze comes in, the bells tinkle softly.



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new "invention" gets children to drink more milk

just dip and sip!



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flavor's built inside this magic straw!



A miracle happens to milk . . . *and kids*—with new Flav-R Straws! Just dip the straw into milk—presto!—the instant children begin to sip, this magic straw gives milk a strawberry, chocolate or delicate new coffee flavor youngsters love! Changes color right before their eyes! And tastes just like a soda fountain treat. No tiresome coaxing! Even fussy eaters sip with delight! Flav-R Straws are such a wonderful fun way to get children to drink *more* milk! And oh, yes, mothers—the straws bend to any angle—no more tipped glasses or spilled milk! Why not pick up several packages today? (No need to refrigerate Flav-R Straws.)

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No sticky, messy syrups! No worries about spoiling appetites! No sugar added!

Milk's pure wholesome goodness isn't changed one bit—when sipped through Flav-R Straws! These gay, striped straws add no sugar to milk. Never dull children's appetites. Youngsters get all the benefits of milk's body-building proteins and health-giving vitamins and minerals as nature intended them. And remember, mothers—with Flav-R Straws, there's no mess, no mixing!

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"But... we do agree on any cereal assortment — as long as it's Post-Tens"



THIS TASTY ASSORTMENT OF CEREALS spells "vacation" from breakfast problems. Here's a choice to suit everybody—every day. Seven wonderful cereals—roasted, toasted, popped, or puffed—in ten individual boxes. How about making *your* family happy—with Post-Tens?



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods

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IN WORLD WAR II DAYS TITO'S COMRADE IN YUGOSLAV PARTISAN ARMY WAS MILOVAN DJILAS (RIGHT), WHO HAS NOW TURNED AGAINST HIS FORMER LEADER

A COMMUNIST STRIKES AT HEART OF COMMUNISM

Smuggled book by Milovan Djilas, a Tito prisoner, shows that Marxist system not only has evil results but is evil by nature

by EDWARD CRANKSHAW

LAST autumn while the attention of the world was transfixed by the tremendous events which convulsed the Soviet empire in east Europe, another and more personal drama was moving to a climax in Yugoslavia. Marshal Tito was finally consigning to jail one of his oldest and most loved colleagues, Milovan Djilas, who for some time past had come out as a reckless and irrepressible opponent of the Communist regime he had so actively helped to build. Nearly three years earlier Tito had been forced to yield to the pressure of his own party machine and allow his old friend to be deprived of office and expelled from the Central Committee of the party. In 1955 Djilas had been given an 18 months' suspended sentence—bound over, that is, to keep the peace.

But Djilas did not keep the peace: he went on writing. And in November 1956 Tito, fearful of the consequences to his own regime of the tumult in the satellites, and moved to action by Djilas' denunciation of Yugoslavia's attitude toward Hungary, once more had his friend arrested. This time Djilas was sent to jail for three years.

Before the arrest, living in obscurity on a pittance, Djilas had been writing a book. It was to be a supremely important book. It was to be political dynamite, blowing the theoretical justification for Communism to smithereens. It was to show irrefutably how and why Communism does not and cannot work. Events overtook him while he wrote. First Poznan, then Hungary, turned his ideas into reality. So half the book had to be rewritten. And time was running short. The first half of the manuscript had already been smuggled out of Yugoslavia. The second half was spirited out of the country by friends under the very noses of the police just before the final arrest. With it came a message from Djilas to his American publisher, telling him to publish as soon as possible, regardless of any consequences to himself and regardless of anything that might happen to him before publication.

These instructions have been obeyed. Djilas' book, entitled *The New Class*, is probably the most devastating anti-Communist document ever written. The impact on the Communist and neutralist worlds of this smuggled manuscript, this delayed-action bomb exploded by a man lying far away in prison, may be no less great than the embattled heroism of the Hungarian Freedom Fighters. It will prove to countless doubting Communists, fellow travelers and

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bewildered neutralists all over the world that the Hungarian revolt was inevitable and that the movement behind it, once started, may be brutally checked but can never now be stopped until the whole Communist edifice has been razed to the bare earth.

Here, then, is the world's first glimpse of one of the most tragic and yet inspiriting documents of our time. It is more than a book: it is in itself a historical act which marks an epoch.

It is tragic because Milovan Djilas now sits in a Yugoslav prison, having lost everything except his integrity and his soul. It is inspiriting and inspiring because, as a classic exposure of the Communist system, perhaps the most absolute and closely reasoned denunciation ever written, it is the work of a man who was lately one of Europe's most famous and devoted Communists. It is a historical and epoch-making act because in these pages Djilas gives for the first time starkly and blazingly clear expression to the final disillusionment which presses like a bad dream on the Communist parties of Europe. For Djilas is not alone in his estrangement from the system he helped to build. He is alone only in the remorseless and intolerant logic of his conclusions. There are many party members in Yugoslavia and elsewhere, including perhaps even Tito himself, who share Djilas' awareness of the true nature of the Communist system but who still hope to save something from the wreckage of their ideas. Djilas had to go to prison not because of his ideas but because, fanatical and passionate and intolerant as always in his pursuit of what seems to him the truth, he would not allow his old comrades to save anything at all.



QUADRUMVIRATE of Yugoslav rulers, shown when Djilas was in power, consisted of (*from left*) Aleksandar Rankovic, Tito, Djilas and Edvard Kardelj.

He does not apologize: "This account may appear strange to those who live in the non-Communist world; it would not seem unusual to those who live in the Communist one. I claim no exclusive credit or distinction for presenting the picture of that world nor for the ideas concerning it. They are simply the picture and ideas of the world in which I live. I am a product of that world. I have contributed to it. Now I am one of its critics."

Many gifted ex-Communists have written of their disillusionment, but all but a handful have waited until they were safely in a foreign land before speaking. None, to my knowledge, has so thoroughly and uncompromisingly laid waste to the whole edifice of his past beliefs, leaving himself not a rag to hide his nakedness. Indeed, this book makes most attacks by ex-Communists appear to be face-saving exercises in self-pity. Milovan Djilas, whatever else he lacks, is the very soul of courage.

He is also a formidable intellect. Attacking the Communist system root and branch, he does not dwell on the incidental evils. There have been various ways of attacking Communism, all limited and partial, none of them comprehensive enough to provide the ground for a genuine anti-Communist *theory*. One way is to blame the evils of the system on Stalin, portraying him as the betrayer of Lenin. Another is to show that the pure Marxist concept has been distorted and perverted by the Russian autocratic tradition. Such criticisms argue backward from the manifest evils: police terror, labor camps, thought control and the use of the lie as an instrument of policy. But these are only symptoms of the fundamental evil or disease. They do not define that disease. What Djilas has done in this book is to put a new and deadly weapon into the hands of the opponents of Communism. He sets out to prove that the Communist system differs absolutely in kind, not only in degree, from all other tyrannies in the history of the world, to define this difference and to show that by its very nature it must be evil.

The general thesis of the book is that the Communist leadership is simply a new class of exploiters and nothing else at all, "a class whose power over men is the most complete known to history." This fact is disguised by the illusory concept of "collective ownership," which simply conceals the fact that the party bureaucracy itself owns everything: "As defined by Roman law, property constitutes the use, enjoyment, and disposition of material goods. The Communist political bureaucracy uses, enjoys, and disposes of nationalized property. . . . The new class obtains its power, privileges, ideology and its customs from one specific form of ownership—collective ownership—which the class administers and distributes in the name of the nation and society." It is as simple as that.

What is more, the Communist bureaucracy forms the only class in history to have achieved an absolute monopoly of power. Other systems have known powerful owning and exploiting classes; other systems have known commanding centralized bureaucracies; other systems have known tyrannical governments. But it has been only under the Communist system that "the power and the government are identical with the use, enjoyment and disposition of almost all the nation's goods." And, Djilas goes on to say, "He who grabs power grabs privileges and indirectly grabs property. Consequently, in Communism, power or politics as a profession is the ideal of those who have the desire or the prospect of living as parasites at the expense of others. . . . The Communists did not invent collective ownership as such, but they invented its all-encompassing character, more widely extended than in earlier epochs, even more extensive than in Pharaoh's Egypt. That is all that the Communists did."

And finally: "Because of its totalitarianism and monopolism, the new class finds itself unavoidably at war with everything which it does not administer or handle, and must deliberately aspire to destroy or conquer it. . . ."

This new class, Djilas argues, was called into being by the historical need to industrialize backward and agrarian countries unless they were to go under. This end, and this end only, it has achieved. But, "having achieved industrialization, the new class can now do nothing more than strengthen its brute force and pillage the people. It ceases to create. Its spiritual heritage is overtaken by darkness. . . . When the new class leaves the historical scene—and this must happen—there will be less sorrow over its passing than there ever was for any other class before it. Smothering everything except what suited its ego, it has condemned itself to failure and shameful ruin."

The life of a rebel

WHO is this man who seeks to turn the arguments of Marxism not only against the Moscow leadership but also against the men in Yugoslavia who so short a time ago were his closest colleagues, denouncing their rule in the very terms they use to attack the capitalist world? How did he reach his present unique position?

Born in Montenegro, he was a Communist from early youth. Like Tito he went to prison for his views. Even before the war he had come to be one of Tito's closest friends. All his life he has been an extremist. A light figure with thick, dark, fuzzy hair and the face of an actor dominated by the arched eyebrows of a comedian, he developed first as an underground conspirator, living and working with his life in his hands, then as one of Tito's bravest partisan commanders. When the war had been won and Tito's new government installed, Djilas was at his side, forming with Kardelj and Rankovic and Tito himself the quadrumvirate who ran the country, emulating the Soviet Union more ardently and ruthlessly than the bosses of any other satellite. Tito

THE BOOK AND 'LIFE'S' ARTICLE

For this exclusive preview of *The New Class*, to be published next month by Frederick A. Praeger ($3.95), LIFE turned to the noted English analyst, Edward Crankshaw. Author of several books and a number of penetrating LIFE articles on the significance of postwar events in Russia, including the Khrushchev purge (LIFE, July 15), Mr. Crankshaw is the London *Observer*'s Soviet expert. He lived and worked in Russia for years and he revisited that country in 1955.



EDWARD CRANKSHAW

CONTINUED 45

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was Tito; Kardelj, as vice premier, was his right hand; Rankovic ran the police, Djilas ran propaganda and the press.

Then in 1948 came the historic break between Soviet Russia and Yugoslavia. Djilas was still there, singled out by the Russians for particular attack. As the country's chief propagandist, he had the task of proving Tito's orthodoxy and showing that Stalin, not Tito, was the heretic. He reveled in this task.

But once this work had been accomplished, Djilas—with his active, restless, critical mind—began to examine the achievements and failures of his own Yugoslav Communist regime. His examination left him dissatisfied. In the preface to his book he says, "I do not belong to those whose disillusionment was sharp and extreme. I cut myself off gradually and consciously. . . ." At first there was nothing exceptionable in anything he wrote. His style was turgid, his arguments rabbinical, his philosophy vague and full of contradictions. But there were flashes: "The revolution cannot save itself by its past. It must find new ideas, new forms, a new appeal. . . . If it is to survive, the revolution must transform itself into democracy and socialism." This, of course, was to be done through the Communist party.

There were many Yugoslav Communists to whom such statements were anathema. But to the country as a whole they held vistas of unlooked-for promise. And it may be believed that Tito, Kardelj, Rankovic and others were themselves tentatively thinking along the same lines, but with the necessity for preserving their own power and preventing anarchy always in the forefront of their minds. Certainly their recent utterances represent the thoughts of men deeply exercised by the problem of liberalization. And it is known that when Djilas was getting into his first stride as a critic he wrote to Tito himself to ask how his articles struck him. "They contain some things with which I do not agree," Tito replied. "But in general they have many good points and I do not think the other points are reason enough to stop you from writing. Go on writing."

And so Djilas went on. He attacked the "bureaucratism" of the Tito regime. He demanded a modification of the Communist monopoly of power: "The only possible answer is more democracy, more free discussions, freer elections." And again: "All new ideas strike the majority at first as stupid, mad, illogical." The most important thing, Djilas said, was not new ideas but the freedom to hold ideas.



TEMPORARY FREEDOM was won by Djilas, here being congratulated by his sister (*left*) and wife, when he was convicted in 1955 but given only a suspended sentence.

Djilas, apparently, had already won that freedom. He was now the center of a nationwide stir. The party place-hunters, the privileged bureaucrats, the careerists who, as in every other totalitarian regime, had a vested interest in tyranny, were black with indignation. But in the country at large he had become a national hero. Carried away by his ideas, he began to lash out violently at his critics and to attack more and more explicitly the "closed circle" of the party, with its privileges, its motor cars, its servants, its isolation from the people. But instead of being put down, at the end of 1953 he was unanimously elected president of the Federal People's Assembly. His first action was to publish a three-part article in the party newspaper, *Borba*, going further than ever before. And because it was natural to imagine that the chief propagandist of the Communist party, now raised to this new official position, must be enunciating nothing less than a new party line, everyone suddenly stood up and started talking.

The fears of past years were thrown aside. Meetings all over the country were held to discuss the new line. The press opened its columns to the discussion and for the most part sided with Djilas against his critics. What Tito thought about it all we do not know. All we know is that the entrenched ranks of privilege, the party bureaucracy to which Tito owed his own position, were by now howling for a showdown—and Djilas played into their hands.

In the January 1954 issue of *New Thought* he published a violent satire on life in the higher party circles. Not content to rest his case on generalization he launched into a story from real life, the story of the cold-shouldering of the young bride of "a famous wartime commander" who had been an actress and was therefore socially beyond the pale (LIFE, April 12, 1954). The famous wartime commander was none other than the Yugoslav chief of staff, his bride was the actress Milena Vrajak, and the women whom Djilas attacked for their snobbery and cruelty were no less clearly recognizable. "Here the whole logic of the hierarchy becomes clear. It is to claw your way to the top and then kick down the 'undeserving.' "

This was too much. Tito was forced to act immediately. Djilas' magazine and newspaper articles were banned. The Central Committee was summoned. In less than no time at all the man who had been at the summit of his career, the intimate of Tito, the master of a nation's thought, was deprived of all his offices. But Djilas did not mend his ways. He resigned from the party. He went on talking, this time to the foreign press. It took him a year of outspoken criticism to force Tito to arrest him. Vladimir Dedijer (LIFE, Feb. 7, 1955), the one important Yugoslav who had defended Djilas' right to criticize and who had always looked up to him as a hero, was also arrested and given a six-months' suspended sentence.

Djilas has shown that he is heroic, but he is not a saint. In his book he ignores the fact that Tito and his other former colleagues at the top of the Yugoslav hierarchy have only two choices: to continue to rule, with spasmodic attempts at amelioration, or abdicate. Djilas, who was one of them, who helped build the new class, has salved his own conscience and tried to relieve himself of all responsibility by abdication—an abdication colored by martyrdom. He is now free to lump all Communists together in his monumental indictment. It is a magnificent gesture. It is also an escape. Some Yugoslav Communists are trying to clear up the mess that they all made, but they see no way to do it without keeping the party, the bureaucratic apparatus, going in its present form. That is their headache. We can leave them to struggle with it and concentrate on all that is true and valid in the Djilas argument.

It is not necessary to agree with all Djilas' premises to accept his general proposition. Earlier I said that he did not leave the Communist idea a rag to hide its shame, but this statement now needs qualifying. For in his argument there exists one major contradiction: while denying all good to the Communist party, he nevertheless insists that the Communist revolution was necessary and inevitable in certain backward countries as part of their struggle toward industrialization.

He draws a sharp distinction between early 20th Century conditions in Western Europe, where there were comparatively enlightened governments, and conditions in Russia and other Eastern states on the eve of their revolutions. These, to survive in a rapidly developing world, *had* to have their own industrial revolutions. But the local capital available and the ruling classes and parties controlling it were too weak to push them through. In such places, therefore, revolution became an inescapable necessity, a vital need for the nation, and only one class could bring it about—the proletariat. There was nothing particularly new in this.

But this is Djilas' only attempt to justify the Communist idea. It has achieved nothing else, he says; nor can it achieve anything else. Nor does he exclude Lenin himself from the general indictment. His words here are gentle but quite deadly. It is Lenin whom he blames for perverting Marx, and thus, by implication, for laying false foundations for the whole edifice of Communism: "Marx's revolutionary ideas, which were conditional and not universally applicable, were changed by Lenin into absolute and universal principles." He gives an example: "Lenin erred . . . because he failed to foresee the future development of democracy and economic progress in Great Britain or other Western countries. . . . He [proclaimed] his theories and the Russian revolutionary experience to be universally applicable."

Djilas points out that the early Communist leaders—"even such prominent ones as Lenin, Stalin, Trotsky and Bukharin"—prophesied that the state would rapidly wither away, that democracy would be strengthened. But: "The reverse happened. They expected a rapid

CONTINUED ON PAGE 51

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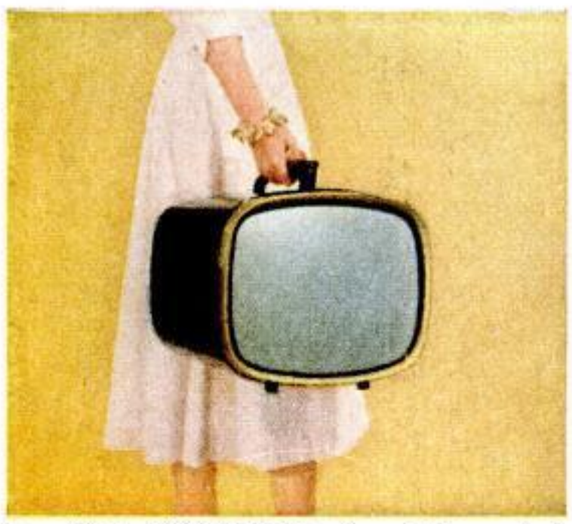
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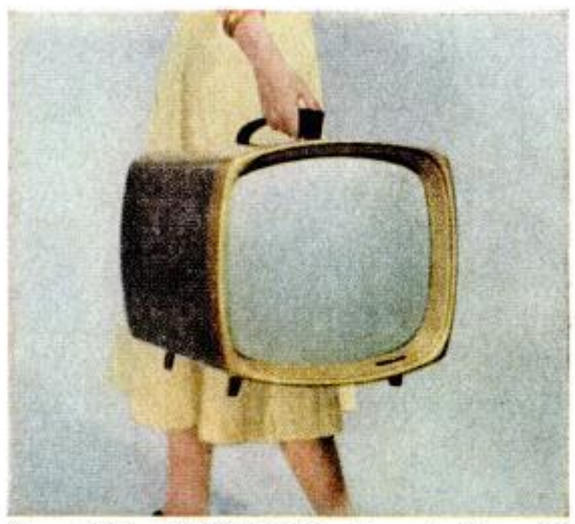
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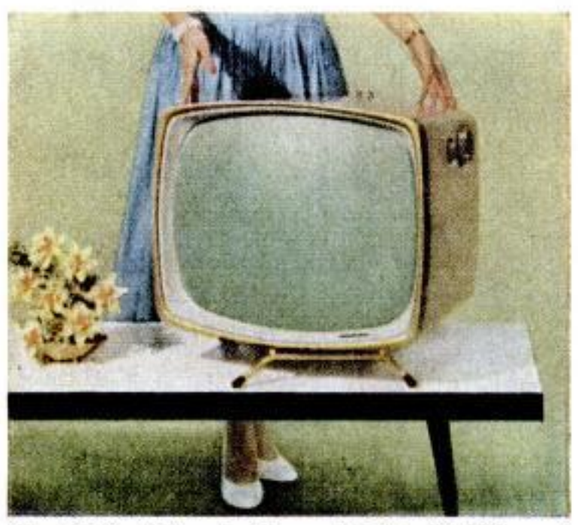
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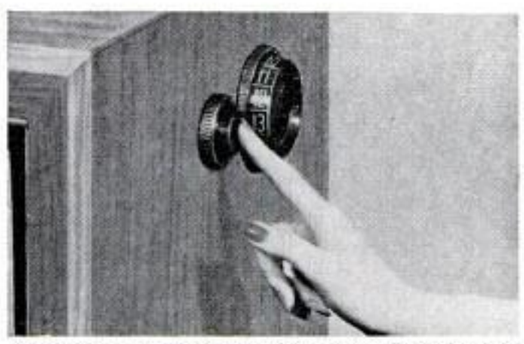
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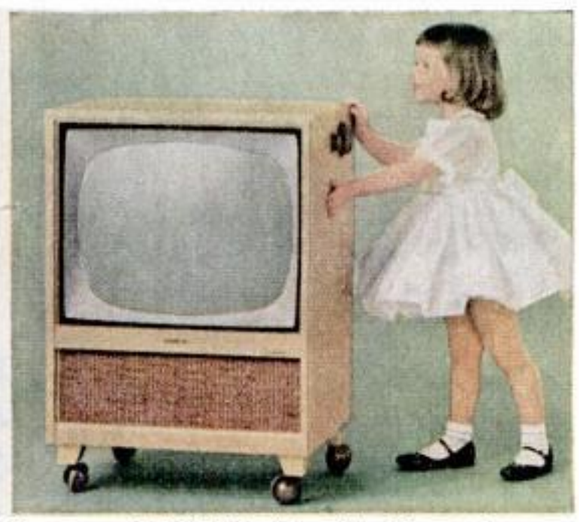


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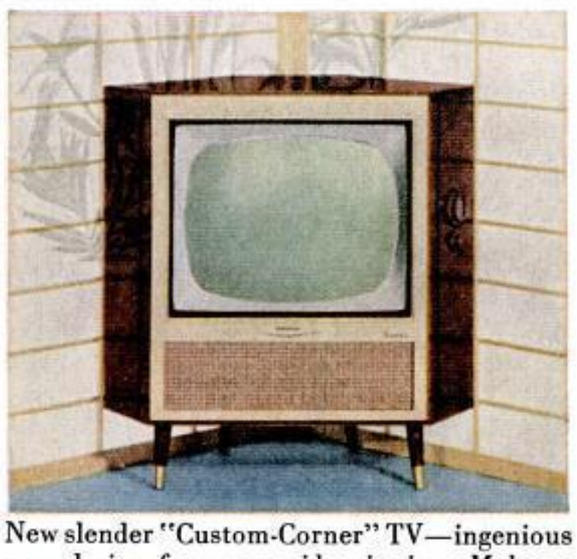
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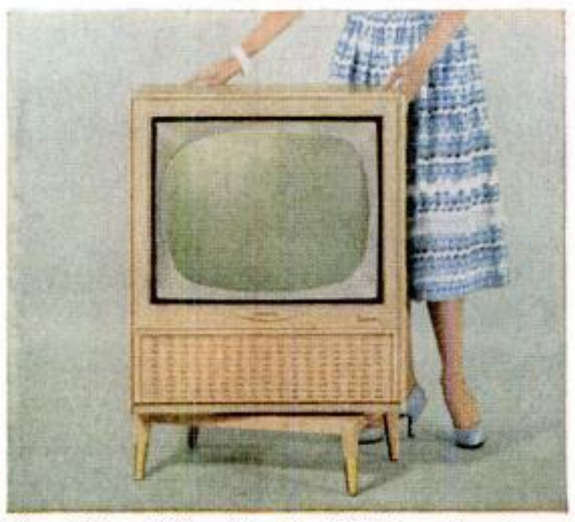
Picture tube, overall diagonal (inches)	14	17	21	24
*Square inches of viewable picture area	108	156	262	332



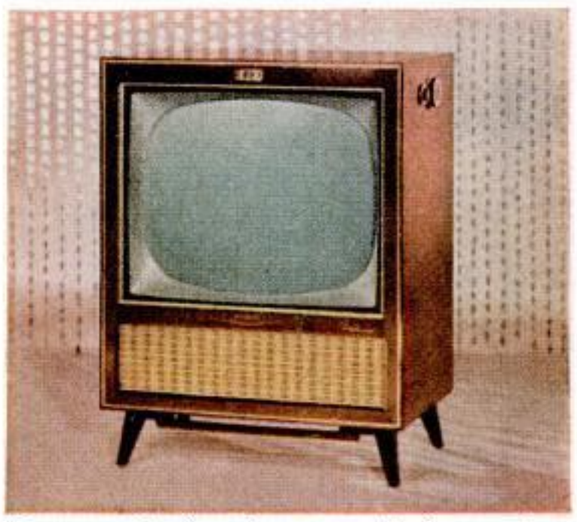
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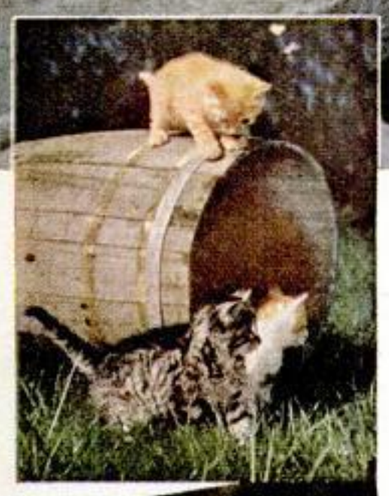


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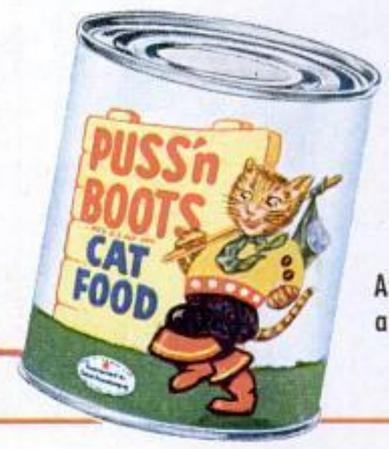


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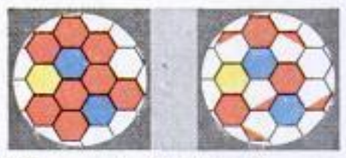
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HIGH LIVING by Khrushchev, Tito and Bulganin, shown at 1955 peace party in Belgrade, is prominent characteristic of new class attacked by Djilas.

improvement in the standard of living—there has been scarcely any change in this respect and, in the subjugated Eastern European countries, the standard has even declined."

Thus Djilas knocks away the last props of the Communist defense. For unless Lenin is sacrosanct Communism is nothing. Djilas is the first Communist of high position to deny the quasi divinity of Lenin. In the present ferment there are Communists in all countries who will admit to many of the gravest charges leveled against the Soviet system. They will sacrifice Stalin; they will sacrifice Malenkov; they will one day sacrifice Khrushchev. But so long as they can go on believing that Lenin had nothing to do with all the evils, they do not have to admit that it is the system itself which is wrong. Djilas, criticizing Lenin in terms they can understand, has made the first breach in the great Lenin legend, perhaps the most pernicious legend from which the world has ever suffered. And this may prove to be the greatest service he has rendered to a suffering mankind.

Here, and in his analysis of the actual working of Communist principles in the economy of a given country, he stands on the same ground as all Western critics—but with added insights from his own experience and with added bite because he is fighting the Communists with their own dialectical weapons. It is this that enables him to make a point which is acute and new and devastating: "Other classes, too, have obtained their strength and power by the revolutionary path, destroying the political, social, and other orders they met in their way. However, almost without exception, these classes attained power *after* new economic patterns had taken shape in the old society. The case was the reverse with new classes in the Communist systems. It did not come to power to *complete* a new economic order but to *establish* its own, and, in so doing, to establish its power over society."

Striking at the roots

THIS observation seems to me to be one of the key passages in the book—the sort of passage which will start, and sustain, with heaven knows what repercussions, endless discussion and controversy among Marxists and near-Marxists everywhere. For Djilas here is striking more deeply at the roots of Communist authority than even he appears to realize. One of the fundamental Marxist principles is that each ruling class, each economic system, carries within it as it rises the seeds of its own decay and is doomed to destruction by the new class, the new economic order which it called into being. Thus feudalism was swept away by the new mercantile bourgeoisie which grew up to meet the needs of the times; thus capitalism was supposed to be swept away by the army of oppressed workers called into being to satisfy its needs. But in Russia there was only an embryonic proletariat, and what Lenin swept away in 1917 with his Bolshevik revolution was not the czarist autocracy, which had fallen seven months before, but the new bourgeois government of Kerensky, historically justified in the eyes of Marx. He did this to put in its place a dictatorship of revolutionary intellectuals which called itself the dictatorship of the proletariat.

And here the reader should be reminded that Djilas is not addressing himself primarily to the Western anti-Communist, who needs no converting. He is seeking above all to convert Marxists, fellow travelers, neutralists—and perhaps to complete his own conversion. This, from the point of view of the ordinary citizen of the Western world, makes often for dull reading, reading, moreover, perhaps sometimes incomprehensible to anyone unversed in Marxist and Leninist idioms. But for the Russian, the Pole, the West European Communist undergoing doubt, these barren-seeming words will be transformed by their context into the nectar of the gods and will be infinitely more telling than all the propaganda of the West.

From time to time, however, Djilas shows himself a master of words and the vivid image that everyone can understand. He can bring out a tremendous phrase. For example: "Communist regimes are a form of latent civil war between the government and the people." Or again: "Former sons of the working class are the most steadfast members of the new class. It has always been the fate of slaves to provide for their masters the most clever and gifted representatives. In this case a new exploiting and governing class is born from the exploited class."

He has also a fine eye for character and the illuminating phrase. Of Stalin: "He was a man of quick reflexes and a tendency to coarse humour, not very educated nor a good speaker. But he was a relentless dogmatician and a great administrator. . . . He created the new class by the use of the most barbaric means, not even sparing the class itself. It was inevitable that the new class which placed him at the top would later submit to his unbridled and brutal nature. He was the true leader of that class as long as the class was building itself up and attaining power."

Of Trotsky: "He wished to revive a revolutionary party which was being transformed into something completely different, into a new class unconcerned with great ideals and interested only in the everyday pleasures of life. He expected action

CONTINUED

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Musterole's amazing pain reliever, GM-7, plus stimulating oil of mustard speed soothing "baked heat" comfort. You feel better fast! For aching back, strains, too. Regular and Extra Strong for adults. Also Child's Mild Musterole.

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TUMS 10¢ A ROLL
FOR ACID INDIGESTION
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Funeral Directors Say:
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Used for over 1¼ MILLION interments. Made of thick, precast asphalt and reinforced concrete. Quality controlled! Guaranteed! It's true peace-of-mind protection! Send for FREE booklet, "Facts every family should know about funerals and interments". Write Wilbert, Box 147-L, Forest Park, Ill.
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I don't want to be a King



...I just want to feel like one!

You can, with KINGS MEN After Shave Lotion. KINGS MEN is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get KINGS MEN right away. *Known everywhere as the world's finest!*



KINGS MEN® AFTER SHAVE LOTION *only* **$1**

Plus Federal Tax

Callouses

Pain, Tenderness, Burning Are Quickly Relieved

You'll quickly forget you have painful callouses, burning or tenderness on the bottom of your feet, when you apply Dr. Scholl's Zino-pads. Thin, soft, wonderfully soothing, cushioning, protective. Separate *Medications* included for quickly removing callouses. Try them!



Dr Scholl's Zino-pads

NEW! AT DEALERS EVERYWHERE!
"TOWN & COUNTRY."
WORLD'S FINEST MIRILIUM STEEL
by Washington Forge, Inc.
230 FIFTH AVENUE, N.Y.C.

PAINT THE EASY, ECONOMICAL WAY
Plasti-Kote SPRAY PAINT
On Sale at Leading Stores Everywhere
PLASTI-KOTE, Cleveland 5, Ohio

SENSATIONAL NEWS FOR DOG LOVERS!



SEE FLEAS DROP OFF WITHIN MINUTES!

Now, at last—you can get a powder that *really stops* "hot weather" scratching, soothes painfully itching skin, *and* deodorizes—all in minutes. You actually *see* the fleas drop off.

Sergeant's (new formula) Scratch Powder gives quick relief to pets that often scratch themselves raw in hot, muggy weather. It quickly kills fleas and lice, stops the fiery itching of summer eczema.

No other powder works as well—and yet, it costs *much less*—only 49¢ and 79¢.

Ask for Sergeant's by name at any drug or pet counter. Don't accept substitutes—there's only *one* Sergeant's. While there, get your *free* copy of Sergeant's Dog Book. Or write



Sergeant's® Richmond 20, Virginia

the most esteemed name in pet care products

Got a cat? Use Sergeant's quick-acting Cat Flea Powder — only 49¢

Most Sergeant's products are available in Canada.

from a mass already tired by war, hunger, and death, at a time when the new class already strongly held the reins and had begun to experience the sweetness of privilege. Trotsky's fireworks lit up the distant heavens: but he could not rekindle fires in weary men."

There are other moments when the real man, the passionate, scornful, impetuous Montenegrin, breaks through. It may be when for a moment he gives way to nostalgia for the early days of his revolutionary struggle when men and women were united in the cause "not only by ideas and suffering, but also by selfless love, comradeship, solidarity, and that warm and direct sincerity that can be produced only by battles in which men are doomed either to win or die." It may be when he is pouring his contempt on "the new men" of the established Communist society with their lust for power and their roots in corruption:

"There is a strong trend toward personal dictatorship in other historical situations. . . . But there is a specific and pure Communist reason for personal dictatorship: authority is the basic aim and means of Communism and of every true Communist. The thirst for power is insatiable and irresistible among Communists. Victory in the struggle for power is equal to being raised to a divinity: failure means the deepest mortification and disgrace . . . careerism, extravagance, and love of power are inevitable and so is corruption. It is not a matter of the corruption of public servants, for this may occur less frequently than in the state which preceded it. It is a special type of corruption caused by the fact that the government is in the hands of a single political group and is the source of all privileges."

There are sharply revealing passages on how Communist power works: "The mechanism of Communist power is perhaps the simplest which can be conceived, although it leads to the most refined tyranny and the most brutal exploitation. . . .

"Under the Communist systems the people realize quickly what they are and what they are not permitted to do. Laws and regulations do not have an essential importance for them. The actual and unwritten rules concerning the relationship between the government and its subjects do. Regardless of laws, everyone knows that the government is in the hands of the party committees and the secret police. . . . Everyone knows what can and cannot be done, and what depends on whom. People adjust to the environment and to actual conditions. . . ."

Thus Djilas describes, with the authority of a man who until so recently was one of "them," what everyone who has lived for any length of time in, say, the Soviet Union, knows in his bones and finds so hard to make home-dwellers understand. There is no elaborate and threatening prescription of what may and what may not be done. People simply know—and "adjust to the environment." In this connection Djilas is particularly good on the remarkable phenomenon of automatic and almost instinctive "self-censorship," which operates in political and other matters with no more fuss and grief than is produced by the operation of certain customary inhibitions in the West—for example, refraining from using bad language in the presence of nice old ladies.

A prophecy of world unity

THIS book is far from being purely destructive. Indeed, there is something constructive about the very argument with which Djilas destroys the pretensions of the Communist system. But he goes further than this. While the Communist leadership wraps itself away from reality, the rest of the world is moving fast toward a unity based on the facts and demands of modern production. The U.S., Britain and other lands, Djilas says, are rapidly and constantly adapting themselves to that reality which the Communist leadership can no longer see—and moving toward the unification of a world culture based on diversity. Only the Communists still fight against the irresistible current of world history. "It may sound strange, but this is true: Communism's so-called socialist ownership is the main obstacle to world unification."

Djilas dislikes many things about the West. He is not, for example, an uncritical admirer of the American way of life. But he believes the West has the economic and cultural base and the sense of reality, not being cut off from life by out-of-date theories, not being ruled absolutely by men whose sole preoccupation is the retention of their own power, to carry us forward to still better ways. He believes that we are moving, however erratically and uncertainly, with the main current of history—that history which the Communists insist is on their side, and the iron laws of which they outrageously pretend to understand and to represent infallibly.

But the Communist attitude and the Communist system cannot last. Djilas believes that they are irretrievably doomed: "The world

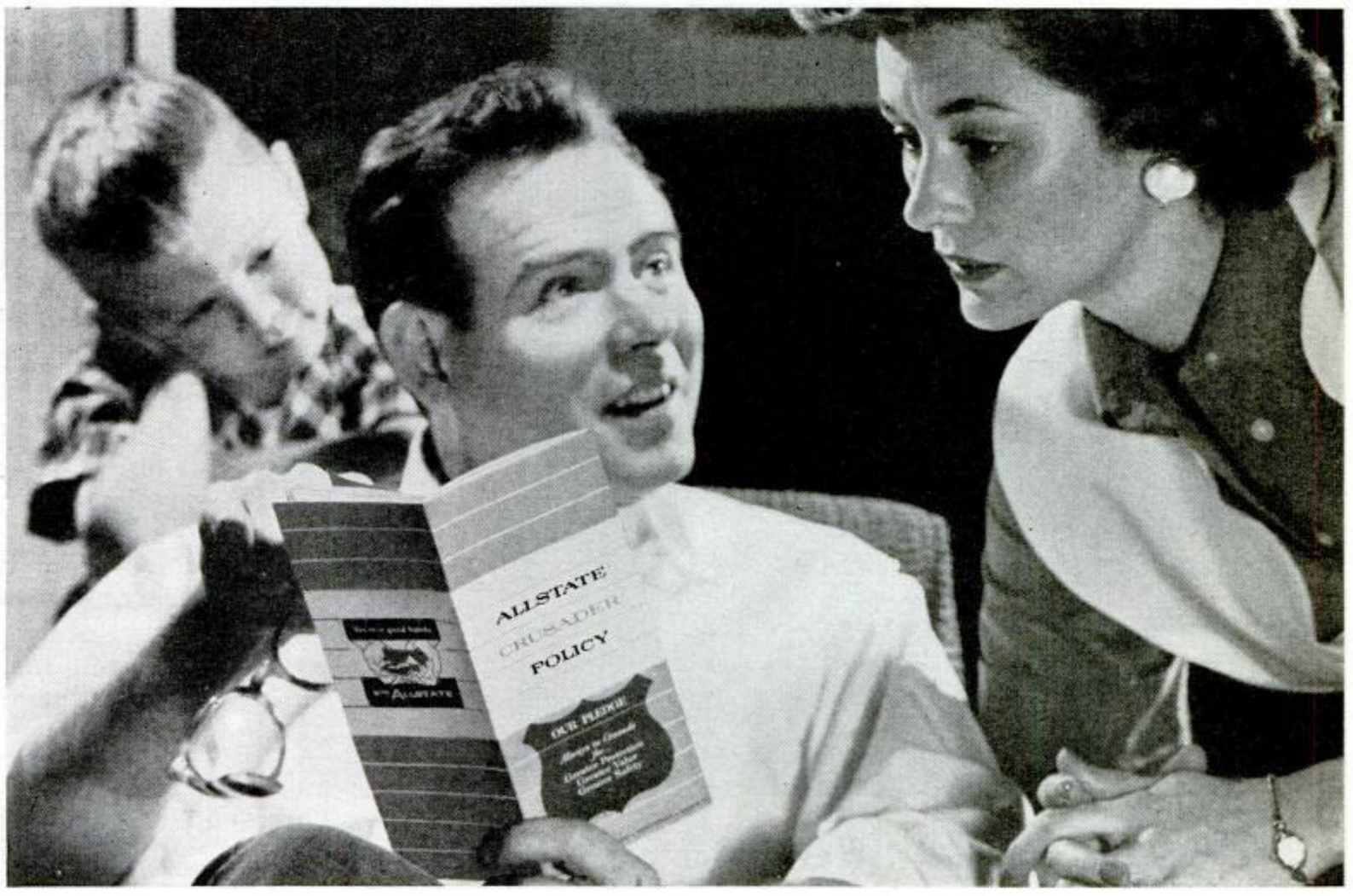
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NO FUSS AND FEATHERS

about this auto insurance

How Allstate, founded by Sears, swept the cobwebs out of a tradition-bound business to bring you more auto insurance protection at lower cost. Fast claim payments, too



Feeling the pinch of rising rates? Wondering how you'd make out if you had a claim? Then you'll be mighty interested in Allstate.

This is the company founded by Sears, on the same big-volume, low-overhead, quality-for-less principle that enables Sears to give you better value for your money.

Horse-and-buggy methods are gone. Allstate pioneered such innovations as selling policies over the counter at Sears. Agents are also located in special Allstate Insurance Centers or will call at your home, if you prefer.

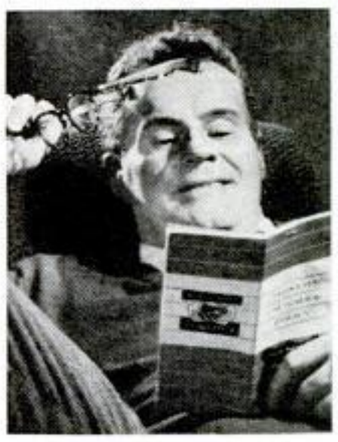
Allstate cut red tape which so often delays settlement of many claims.



Allstate auto insurance is sold the low-pressure way — over-the-counter at Sears.

There are more than 3,950 full-time claims expediters in the United States and Canada. And Allstate claims experts are authorized to write checks—often right "on the spot."

Savings of more than 20% are common. You benefit from Allstate's streamlined operation by getting lower rates. Allstate policyholders save different amounts depending on different risk conditions and the state where they live. The most common saving is 22% (some policyholders save as much as 38%) from rates charged by most other companies. You may save $25 or more a year. In Texas, Allstate charges standard rates but has always paid a dividend (presently 15%) to eligible policyholders.



You don't need glasses to read the large type and plain language in an Allstate policy.

"How can we help you?" These are the very first words you hear when you call Allstate. And they are more than just a friendly greeting. They are a reflection of how we feel about our customers . . . not just when we sell you a policy, but as long as you are a member of the Allstate family.

Why not investigate what Allstate can offer you—not only in lower rates, but better service. Drop in to a Sears store, an Allstate Insurance Center, or look up an Allstate Agent in the Yellow Pages of your phone book and ask him to call.

Remember, until you get the Allstate facts you don't have all the facts about auto insurance.

You're in good hands with

ALLSTATE® AUTO • FIRE
PERSONAL THEFT
FAMILY LIABILITY
INSURANCE

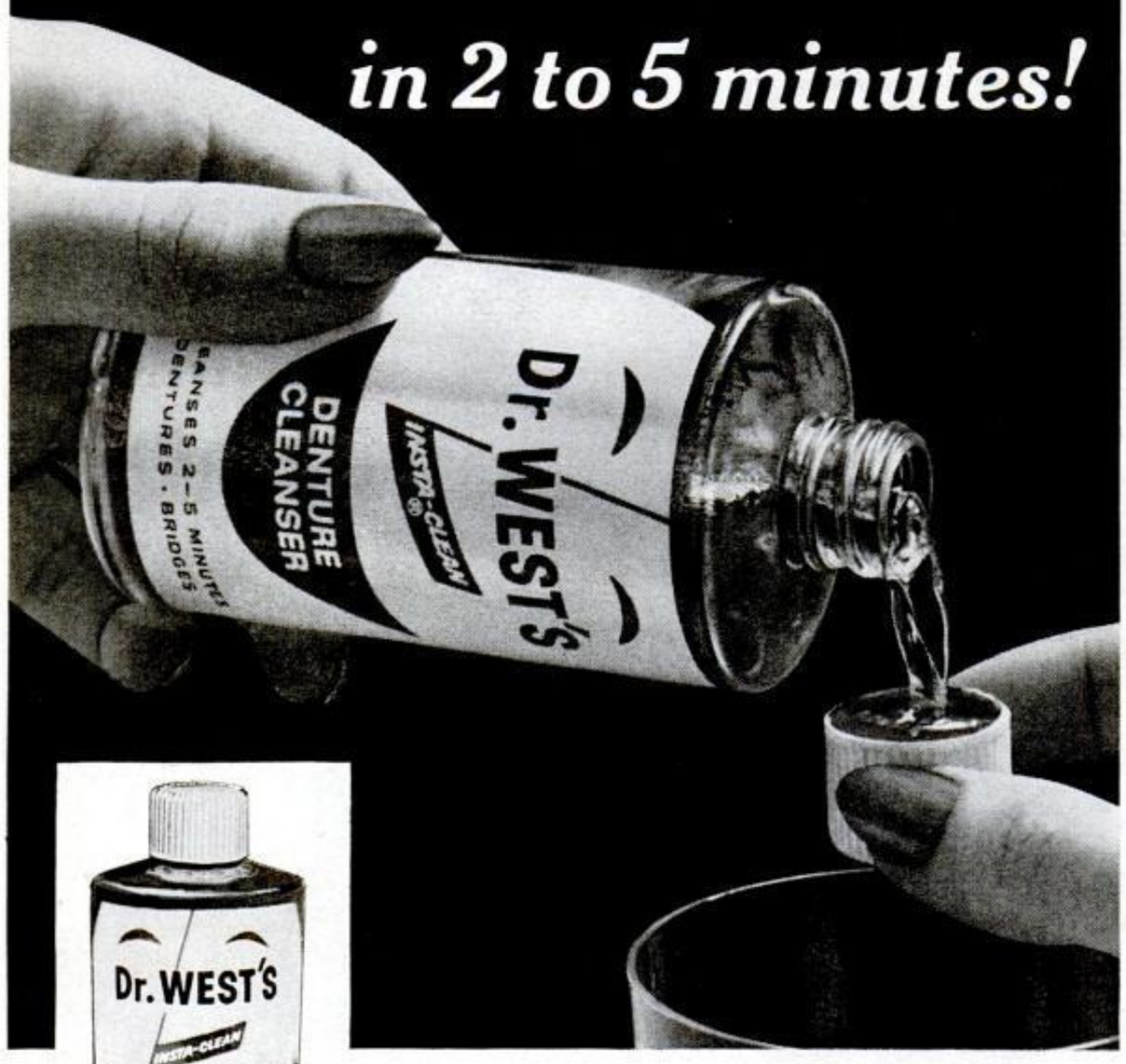
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New Liquid Cleans Dentures

in 2 to 5 minutes!



Dr. West's Denture Cleanser mixes instantly...Gives results unmatched by powders, pastes, scourers and bleaches!

Men and women everywhere are discovering this brand-new way to keep dentures and removable bridges *immaculately* clean.

Unlike powders that must be stirred and dissolved . . . unlike tooth pastes that must be brushed into a lather . . . unlike scouring cleansers and bleaches that shorten denture life—Dr. West's *INSTA-CLEAN** Brand Denture Cleanser goes to work immediately! You get radiantly clean dentures in just 2 to 5 minutes when used daily. No overnight soaking needed now!

Deep-Penetrating Cleaning Power

Dr. West's cleans so efficiently because the liquid penetrates so deeply into crevices, ridges, and other surfaces. Sticky film, odor-causing bacteria, tobacco stain, tartar-forming substance are quickly converted into easily removed liquefied substance that rinses off completely.

Removable bridge clasps MUST be kept clean!

Otherwise, decay of natural teeth may occur inside the clasp where decay-causing bacteria become imbedded. Dr. West's *INSTA-CLEAN** liquid with its penetrating, deep-cleaning action tends to rid clasps of decay-causing bacteria. Just a 2 to 5 minute soaking, a gentle brushing and a plain water rinse does it!

Longer Life for Dentures and Bridges

Dr. West's contains no abrasives. Cannot scratch the smoothest surfaces. Try this wonderful ruby-clear liquid that "cleans with a breath of mint". Guaranteed by Dr. West's. Money back if not delighted. Month's supply—only 69¢ at your favorite drug counter. Weco Products Company, Chicago 6, Ill.

DR. WEST'S *INSTA-CLEAN*
DENTURE CLEANSER

**INSTA-CLEAN is the trademark of Weco Products Company*

center of Communist ideology no longer exists; it is in the process of complete disintegration. The unity of the world Communist movement is incurably injured. There are no visible possibilities whatever that it can be restored."

Djilas shows us hydra-headed evil growing inevitably from the blighted root, shows us how Communism itself inescapably produces the results with which we are all so miserably familiar. That argument cannot be summarized. It is expressed in what to most of us is a foreign language, the language of a Marxist polemicist. But if with these small extracts I have given the taste of the book, perhaps readers who are new to the reasoning methods of the trained Marxist dialectician will take the plunge and see for themselves the strength and the weakness of the Communist system displayed more cogently and coherently than ever before. If more people would explore that system and make themselves at home in it, half our battle with Communism would be won. We would know what we are fighting. And we would be equipped to apply our new knowledge and understanding to the events that throng in upon us from day to day.

We would, for example, understand the essentially unprincipled nature of the changes now going on in the Soviet Union—changes forced on men desperately clinging to power by the impact of human reality. We would see that no radical changes can be made so long as the Communist system, as such, continues to exist ("It is necessary for the revolution not only to devour its own children, but—one might say—devour itself"). We would appreciate the appalling and ultimately catastrophic wastefulness of the Soviet economy, an economy managed regardless of any other consideration but keeping the new class in power. ("The Communist economy is perhaps the most wasteful economy in the history of human society.") We would be able to assess and evaluate the far-reaching implications of the rot that set in after Stalin's death. Writing before Khrushchev's recent action against his beloved colleagues, Djilas made a telling analysis of the Soviet ruling class: "Feeling itself sufficiently strong to destroy the cult of its creator, or the creator of the system—Stalin—it simultaneously gave the death blow to its own ideal basis. Completely dominant, the ruling class has begun to abandon and lose the ideology, the dogma which brought it to power. The class has begun to split up into fractions. At the top everything is peaceful and smooth, but below the top new thoughts, new ideas are bubbling and future storms are brewing."



PROPHET OF DISASTER for the whole Communist world, Djilas, shown before his imprisonment, has been in a Yugoslav jail since last November.

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LARGEST AIRLINER EVER BUILT!



QUIETER...FASTER...MORE LUXURIOUS

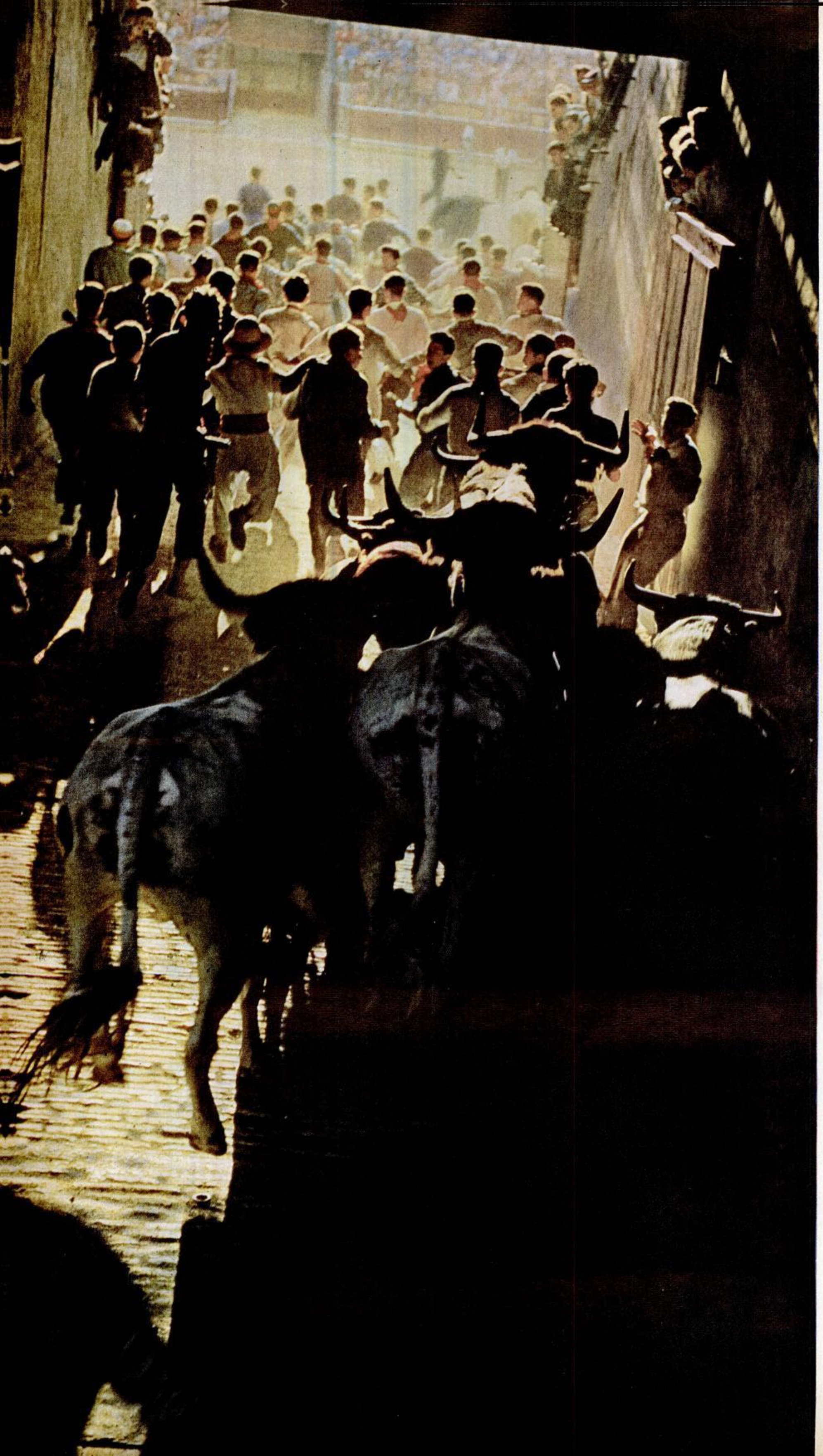
TWA JETSTREAM*

Welcome aboard the great Jetstream *now!* This new Lockheed Starliner offers the quiet of exclusive synchrophased (anti-vibration) propellers, the smoothness of giant, high-altitude wings, the sureness of electronic-eye radar. And the cheerful, colorful Jetstream cabin (above) adds restful luxury . . . makes your trip seem hours shorter. Non-stop coast to coast, non-stop New York to London/Paris. Reserve space with your TWA travel agent, the nearest TWA ticket office or write 380 Madison Ave., New York 17, N. Y.

FLY THE FINEST
FLY TWA
TRANS WORLD AIRLINES

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At fiesta in Pamplona
frenzied young men use coats
and shirts as capes and
scramble to try their luck with
bulls roaming in arena before
the program. Some get gored.

While a screaming crowd
scatters before them, fighting
bulls trot through
an entryway into the bull ring
accompanied by oxen
who help keep them calm.

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Beauty in a Brutal Art

GREAT CAMERAMAN SHOWS BULLFIGHT'S 'PERFECT FLOW OF MOTION'

Photographed by ERNST HAAS

Bullfighting is a violent and bloody business. It teases death, glories in the good bullfighter's precise movements and looks indifferently on the sufferings of the bull and horses. It can be degrading, disgusting—and it can also set men afire with enthusiasm. In Spain the sight of fighting bulls, such as those trotting into the bull ring at the left, will send young men capering before them to show their friends how brave and skillful they are. And the breath-taking spectacle of one slim young man in a glittering suit of lights, courting the deadly charges of the bull with a slow and gentle grace, can drive a crowd wild.

In a wonderfully strange and startling way the impressionistic camera evocations of the bull ring printed on the following pages show why this is so. They were made by Ernst Haas, a famous photographer who went to Spain to photograph the making of a movie and found himself spending all his spare time at bullfights. "I had never been touched by any spectacle," he says, "by football or any other, until I saw a bullfight. The bullfight is pure art. The perfect bullfighter is fragile. He is man before brute, relying on his skill, heart and courage. The spectacle is all motion; that is what I tried to get in these pictures. Motion, the perfection of motion, is what the people come to see. They come hoping that this bullfight will produce the perfect flow of motion. And sometimes it does."

CONTINUED

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Although there are a few preliminaries, the classical beginning of a bullfight comes with the "test of the lances." Then the bull, charging a horse which is wearing heavy pads, has his best chance

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to show strength and bravery. As the bull sinks horns into horse and
pad, the picador on the horse sinks lance into the *morrillo*,
the tossing muscle atop the neck, and so steals strength from the bull.

CONTINUED

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While the picador works, a pair of Spanish neighbors placidly gossip but an American girl, suddenly overwhelmed, drops her head on the red scarf that many people carry in Pamplona during fiesta.



The bull scores a triumph. He has tossed horse and rider to the ground, then gored the horse. As the picador lies quiet, the matador's cape (*upper right*) flicks out to lure bull away.

With blood pouring down his heaving flanks from the pic-ing, the bull glares about for the matador. He is dangerous; he has hit with his horns and is ready to hit again. But fatigue has started.



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Bullfight CONTINUED

An old bullfighter, still valued because he is wise in the ways
of bulls, grins at a friend. Now, as a *cachetero*, he kills
only with a dagger after younger men have brought the bull to earth.

Armed with *banderillas*, a pair of barbed sticks, a matador runs
to a charging bull. He escapes the charge by sinking the barbs
into the bull, then pushes on them to pivot clear of the slashing horns.

With his carefully controlled cape swirling before the charging bull, a matador leads the animal with a *veronica*, a maneuver named for the woman who offered a cloth to Jesus on the Via Dolorosa.

Winding the bull around him in a series of graceful exercises whose purpose is to run and tire the bull, the matador prepares to halt the animal with a gesture Haas saw as a "flowing veil of color."

CONTINUED

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Final act of the drama, so dangerous that many bullfighters do it with awkward caution, is the kill. The matador's body comes over the horns and he is quite vulnerable.



Hand upraised, a matador whose sword is half buried in the bull stands hoping it will crumple to its knees and die. With a cape his helper lures the bull into swinging his head to aggravate the wound.

In the "moment of truth," the objective of everything that has been done in the bull ring, the bull and bullfighter merge in motion. The bull's head is down, the matador is above him and death is there.

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What looks good today?

"Variety" is a trade mark of Kellogg Company (Reg. U.S. Pat. Off.)

"Choose-it-yourself"—and breakfast always looks better. That's why Kellogg's invented Variety Pack—the good convenient way to wake up your family's appetite. Everyone picks his own box. Get a generous serving of good grain nourishment—crisp, fresh and flavored as only Kellogg's does it. Serve these favorites tomorrow and watch <u>your</u> favorites have fun.

Kellogg's VARIETY PACK

The cereal assortment America likes best

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IN New York's Polo Grounds where title fight will be held, Emil Lence reviews the seating arrangements.

Dressmaker's Bold Adventure

WHEN Emil Lence was in grade school he said he wanted to be a businessman when he grew up—and the teacher had to stop the class from laughing. Now 39 and a prosperous dress manufacturer, he recently provoked derisive laughter again. In opposition to the powerful International Boxing Club, he became promoter of next week's heavyweight title bout between Floyd Patterson and Hurricane Jackson. Patterson is firmly in Lence's camp but Jackson is the I.B.C.'s hope of regaining the title.

But although the small (5′ 4″), polite Lence appears ill equipped to elbow into the tough-crusted world of boxing, he handles himself like a shrewd disciple of Tex Rickard. Once promoter of TV club fights, he began battling the monopolistic practices of rival Jim Norris and his I.B.C. in 1949. He has since startled the boxing crowd with his brisk Seventh Avenue efficiency. The first non-I.B.C. heavyweight championship promoter in eight years, Lence would like to show profits and make improvements in boxing. "I don't want to be part of any business I'm ashamed of," he says. "Maybe we can make boxing a No. 1 sport again."

"I want to be the biggest promoter in the world but not the only one. In the dress business, competition is tough and everyone makes a good living. We want the same in boxing."



IN HIS showroom, Lence checks the fit of a dress his company will introduce in its new fall line.

"If a buyer comes in and says, 'Let's see your line,' he's hard to sell. But if he can come in and say, 'How does Patterson look?' and you talk fights for a while, he's soon buying from you."

CONTINUED 67

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A Big Hit!

When it comes to the enjoyment of Scotch Whisky, Black & White is a big hit throughout the world. That's because its quality and character never change!



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

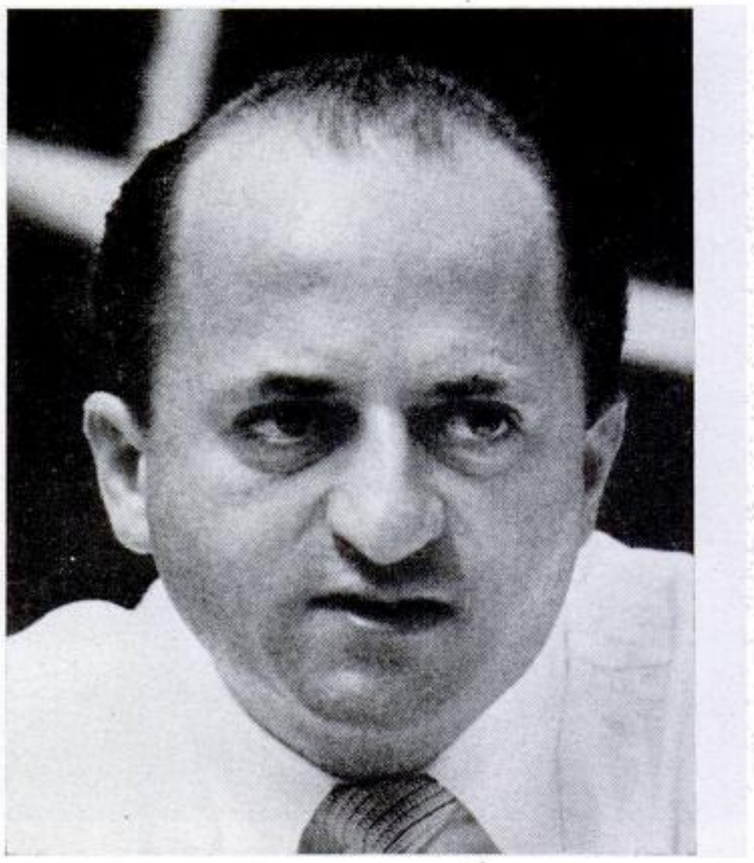
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

PROMOTER CONTINUED



As champ's manager Cus D'Amato listens, Lence talks fight plans.

"Cus told me when he got the title I could promote his defenses. And Cus always keeps a promise."



AN earnest, pudgy man, Lence is happiest when he is selling something.

"One reason boxing is in the doldrums today, no one is bothering to develop next season's line."



WITH Jackson camp director Eddie Walker he argues about I.B.C. tactics.

"Every time I say I don't want to hit Jim Norris, he hits me by stealing publicity. I'm getting a bit mad."

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TOWERING over Lence, I.B.C.'s pet challenger Hurricane Jackson gives him playful squeeze during camp visit.

"I know Jackson will put up a real good fight—but not too good, I hope. If he wins, Norris and the I.B.C. could get control of the heavyweight championship again."

CONTINUED



Brush Your Teeth with COLGATE DENTAL CREAM... Brush Bad Breath Away!

And Colgate's with GARDOL Fights Decay All Day, Too!

Colgate Dental Cream with Gardol stops mouth odor all day for most people . . . with just one brushing!

Of all leading toothpastes,* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day . . . with just one brushing!

Gardol's invisible shield fights tooth decay all day . . . with just one brushing.

*THE TOP THREE BRANDS AFTER COLGATE'S.

GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAUROYL SARCOSINATE.

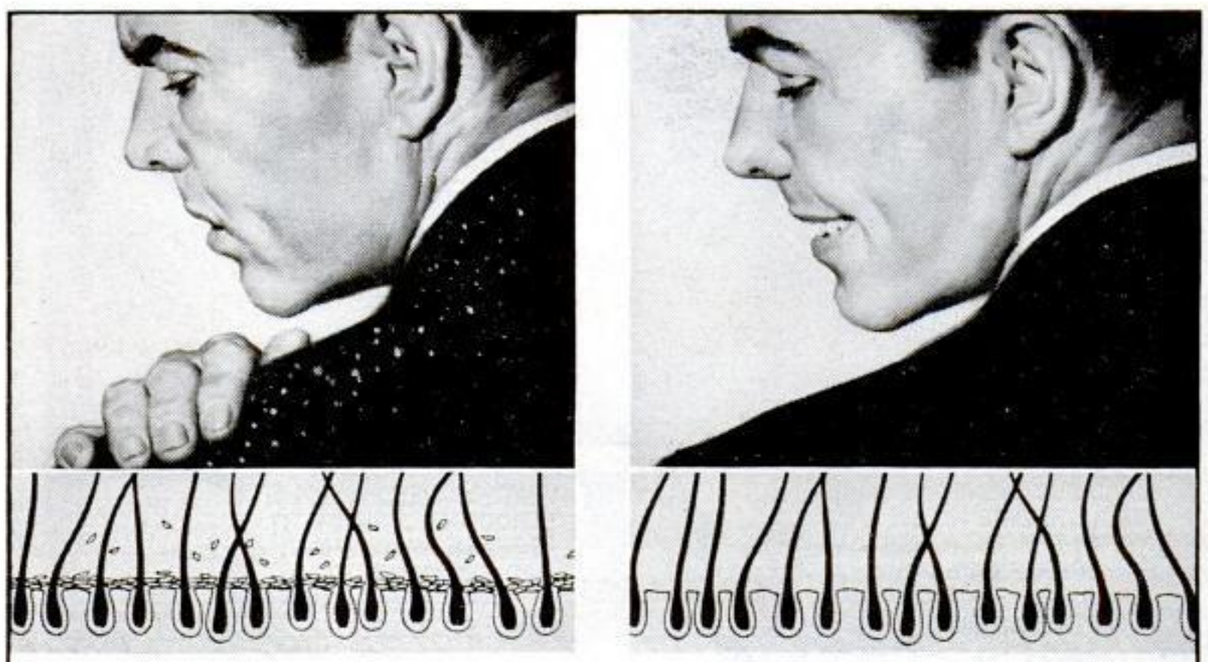
CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

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New medical anti-dandruff formula...

Clears up the severest dandruff

...with just 3 applications!



Shampoos, tonics, ordinary preparations remove *loose* dandruff but leave a hard crust of dandruff scales on your scalp to form new flakes in less than a week.

Theradan with Sarthionate penetrates the scaly crust and lifts it off—leaves your normally healthy scalp free from dandruff for *1 month to 4 months!*

Theradan is not a shampoo! Is not a tonic!
Bristol-Myers' new Theradan penetrates and removes hard scaly crust from your scalp
...to stop new dandruff before it starts.

Like any man or woman who suffers from dandruff, you may doubt that it can be *controlled*—much less *eliminated for long periods.*

But Theradan is *not* just a tonic—*not* a preparation you use every day or every week—*not* a shampoo you wash right out. It's a new kind of medical treatment, containing penetrating *Sarthionate.* Unlike so-called "dandruff-treatment" shampoos, Theradan stays on the scalp long enough for the medicine to do its work—usually from ½ hour to 1 hour before shampooing. In a very severe case, it can stay on as long as needed.

Theradan goes far beyond ordinary preparations that only remove *loose* dandruff. Such preparations can't touch the layer of hard scaly crust that sticks to the scalp and keeps forming new dandruff flakes. Theradan removes this layer—gently and surely loosens it and lifts it from your scalp. Thus Theradan leaves your scalp clean and scale-free—stops further dandruff before it starts!

In 20 months of testing by skin specialists, Theradan was completely effective in dandruff cases so severe that even strong prescription remedies failed to give adequate relief. With Theradan, none of these men and women had dandruff again for 1 month to 4 months.

Theradan also kills scalp germs—ends itching due to dandruff. Get Theradan at your neighborhood store today . . . and use it with confidence.

NOTE TO PHYSICIANS: The statements in this advertisement are supported by clinical tests. For a report of these tests, write Medical Director, Bristol-Myers Co., Dept. L-772, 630 Fifth Ave., New York 20, N. Y.

5½ OZ.
$2.00



Theradan

TRADE MARK

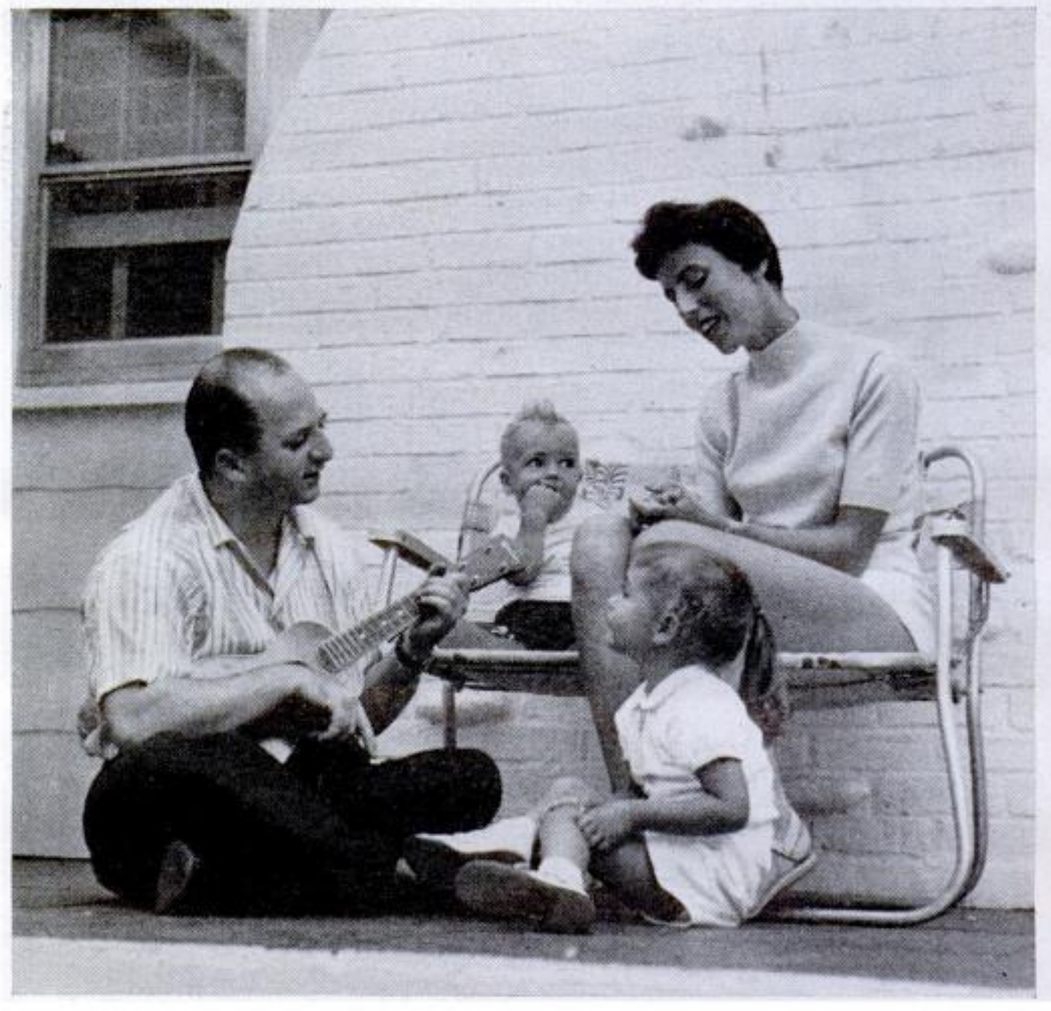
with exclusive penetrating ingredient, Sarthionate T.M.

From the pharmaceutical laboratories of Bristol-Myers, makers of Bufferin®



AT hospital benefit in the Brooklyn arena he owns, Lence talks with Mrs. Kate Gardner of Brooklyn Women's Hospital.

"We developed fighters like Patterson here when the I.B.C. froze them out of Madison Square Garden, and we hope to start young fighters here again."



ON the porch of their summer home, he plays the ukulele for wife and children, George, one, and Jeanne, 2½.

"I was a bachelor until I was 35. Now I have two children but I see my family just on weekends. I'm so busy I only get five hours' sleep a night but when I sleep I'm smiling."

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Light refreshment
and lovely figures

LOOK around this summer and see what sensible diet has done to help make the American figure both trimmer and slimmer.

This modern trend toward lighter, less-filling food and drink is clearly reflected in Pepsi-Cola, too. Reduced in calories, today's Pepsi-Cola is the modern, the *light* refreshment. Always say "Pepsi, please"—and refresh without filling.

Pepsi-Cola
refreshes without filling

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Introducing . . .



The first napkin specially designed for girls in their teens!

New, slimmer contour gives complete comfort. Extra absorbency, without extra bulk, gives sure protection—no matter how active a girl may be. It has an exclusive new cover that's completely different. So feminine—with a dainty pastel design. It's new Teen-Age by Modess. Look for it in the delicate snow-flake package wherever Modess® is sold.

Special introductory offer. We'll pay you 25¢ to try your first box of Teen-Age by Modess. Just buy a box at your store. Tear off the perforated flap, and send it with your name and address to: Personal Products Corporation, Box 67-AE, Milltown, New Jersey. By return mail we'll send you 25¢. (*Offer expires August 31, 1957*)

Modess . . . because

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Only the clear, smooth "heart" of vodka is good enough for Gilbey's

There's a delightful difference in vodka–and you find it in the Gilbey's bottle. For Gilbey's assures you of this: Gilbey's Vodka is made by a costlier method that selects only the "heart" of each vodka distillation–the clearest, smoothest part. The result–you get the *smoothest* of vodka drinks.

GILBEY'S VODKA

Produced by the makers of Gilbey's Gin—the International Gin

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BOY SCOUTS AT DEMONSTRATION IN BALTIMORE CITY HOSPITAL PRACTICE BY HOLDING THEIR OWN CHINS AND NOSES

BREATH OF LIFE GIVEN BY MOUTH

A spectacular new version of a centuries-old artificial respiration technique—blowing directly into the victim's mouth—was demonstrated recently at the Baltimore City Hospital. The Red Cross has already endorsed it for use on children, and researchers believe it will soon be adopted for everyone.

The procedure is simple. The victim should be on his back with his mouth cleared of any foreign matter. His chin is held up to ensure free air passage through his throat and his nose held to prevent air leakage—a trick Boy Scouts (*above*) are shown trying on themselves. The rescuer places his mouth over the victim's and blows hard enough to inflate the victim's lungs. The lungs will automatically deflate themselves. The rescuer removes his mouth long enough to gulp more air, then blows again. To obtain maximum efficiency the cycle must be repeated rapidly. For the finicky rescuer a rubber blowpipe, S-shaped to fit the throat, has been devised (*below, right*) to avoid direct mouth-to-mouth contact.

In the Baltimore demonstration a 210-pound doctor who volunteered as "victim" was given sedation and injected with a paralyzing drug. He could breathe only with the aid of a machine. The machine was turned off for brief periods and "rescuers" were each given a chance to start him breathing while an ear device (*below, left*) measured oxygen in his blood. A burly fireman, using standard artificial respiration methods, could not make the victim breathe. But a nurse easily resuscitated him using the new method.



BLOWING THROUGH MOUTH, student Lois Drawdy works on victim. Ear device measures oxygen in blood.



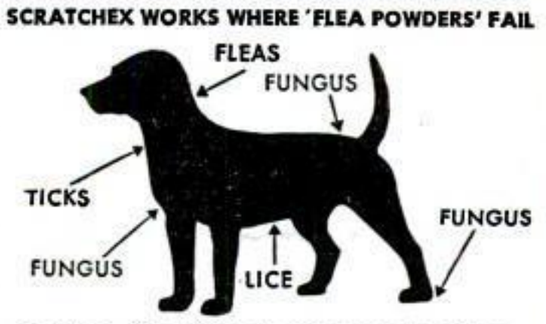
BLOWING THROUGH PIPE, Keith Garlid demonstrates more sanitary method for reviving derelicts and drunks.

New Scientific Powder Really

STOPS DOG ITCH

- Destroys Fleas, Lice, Ticks
- Stops Fungus Itch
- Kills Bacteria, Repels Odors

SCRATCHEX WORKS WHERE 'FLEA POWDERS' FAIL



1. Fleas, lice, ticks attack any part of dog. SCRATCHEX kills these insects.

2. Spores from weeds, grass cause fungus itch ('summer itch' or 'mange'). SCRATCHEX stops fungus itch.

Now, an astonishing new medicated powder, proved *so effective* it is *guaranteed* to stop your dog scratching *in minutes.* Even advanced, raw-skin cases of fungus infection are relieved quickly, amazingly by SCRATCHEX.

Exclusive Scratchex Formula was developed by Dr. A. C. Merrick, famous veterinary scientist, who discovered that in 7 out of 10 cases scratching is caused by a fungus infection, often invisible. Only SCRATCHEX combines: 1. *Mercap* to kill fungus spores, stop fungus itch; 2. *Lindane* to destroy fleas, lice, ticks on contact; 3. *Hexachlorophene* to kill bacteria, check odors.

Safe, soothing, SCRATCHEX brings almost instant relief. Long-lasting, helps prevent re-infection. Get SCRATCHEX today at all drug stores and leading pet shops. Season's supply only 98¢.

New! Special Formula
SCRATCHEX for CATS



- Lanolinized to Beautify Fur
- Kills Fleas and Lice on Contact
- Checks Bacteria, Repels Odors

Guaranteed . . . safe, approved by CATS Magazine season's supply only 98¢

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SCRATCHEX
MEDICATED POWDERS FOR DOGS . . . FOR CATS

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SPECIAL PROCESS • PRE-TENSIONED
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Fiber glass sets for beginners from $4.75. Pulling weights up to 80 lbs. for advanced archers. Hunting sets $22.50. The Super "Crest" $55.00. Every YORK bow is a *tillered* bow. See your sporting goods dealer.

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Sta-Rite
STAINPROOF BOB PINS



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Resists discoloration of waving solutions. Ideal when swimming or after shampoos.

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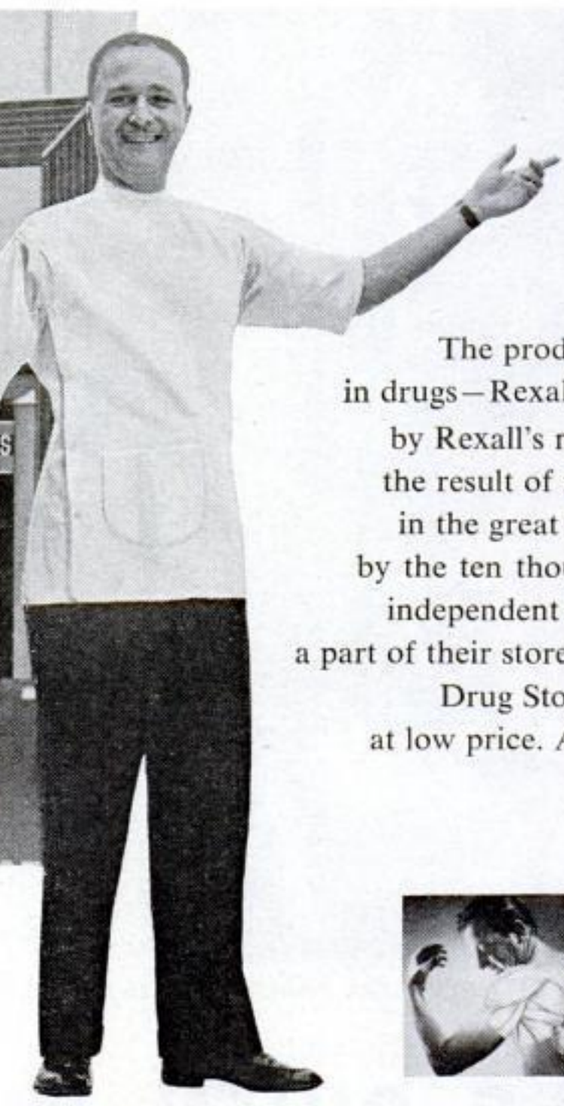
10¢ AND UP

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20 more reasons to ask





Rexall

The products on these pages bear the best-known name in drugs—Rexall. They are just a few of thousands, all backed by Rexall's money-back guarantee. These fine products are the result of more than 50 years' research and development in the great Rexall Laboratories. They are sold exclusively by the ten thousand druggists who display the Rexall sign—independent druggists who have voluntarily made "Rexall" a part of their store names. One out of five drug stores is a Rexall Drug Store, so it is easy for you to get the finest quality at low price. Ask your Rexall Druggist for the Rexall brand.



AMERICA'S LARGEST-SELLING VITAMIN-MINERAL PRODUCT

1 REXALL SUPER PLENAMINS. 11 vitamins, 12 minerals in 1 daily tablet! 144 (20-week supply), **$7.95;** 72, **$4.79;** 36, **$2.59**

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REXALL'S NEW LIQUID FORMULA ACTUALLY GOES THRU THE SKIN TO KILL PAIN WHERE IT HURTS

3 THRU — REXALL'S REVOLUTIONARY LIQUID PAIN-KILLER — actually goes *thru* the skin and gets deep inside aching tissue to bring direct relief from muscular aches, stiffness, simple neuritis pain—and temporary relief from minor arthritic pain! Begins to penetrate within 30 seconds. Won't irritate skin. 2-oz. . . . **$1.49**

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HAVE YOU SEEN THE NEW STAG LINE?



REXALL'S FAMOUS LINE OF MEN'S TOILETRIES HAS A NEW LOOK—AND NEW OUTDOOR TANG

4 STAG AFTER SHAVE LOTION'S brisk tang is fresh as all outdoors. 5-ounce bottle. **$1.00**

5 STAG COLOGNE. This bracing outdoor tang is the choice of active men. 3-oz. bottle. **$1.25**

6 STAG ELECTRIC PRE-SHAVE LOTION sets up beard for clean, smooth shaves even in hot weather. Long-lasting, 3-ounce bottle, only. . **$1.00**

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CARA NOME BEAUTY AIDS ARE PURE, MILD, SAFE FOR MOST SENSITIVE SKINS

7 CARA NOME RADIANCE COMPACT POWDER in pretty plastic case. Popular compressed form—won't "cake" or streak. Choose from 6 radiant shades, each. **$1.25**

8 CARA NOME MAKE-UP STICK. Powder and base, in one! Not greasy, not drying. 5 lovely shades, each reg. $1.50, now only. . **$1.19**

9 CARA NOME LIQUID LANOLIN conditions skin and hair. 4-oz., reg. $1.50, now only. **$1.19**

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FREE PEROXIDE WITH CARA NOME COLOR SHAMPOO

TAKES ONLY MINUTES, LASTS FOR MONTHS, LOOKS COLOR-TRUE AS NATURE'S OWN



10 CARA NOME COLOR SHAMPOO gives you exciting new hair color in the time it takes to shampoo! Choice of 15 lovely shades – peroxide free. Both, regularly $1.50, now. . . **$1.25**

11 CARA NOME FAST SET hair spray holds curls for days and keeps hair softly neat—no lacquer. Conditions with lanolin. Big 11-oz. aerosol, just **$1.89**

SAVE ½ CARA NOME PERMANENTS



12 GET TWO FOR THE PRICE OF ONE! Cara Nome "Fast" Permanent is faster, longer-lasting, softer from the start! It has professional wave lotion—the same chemicals used in beauty salon permanents. Cara Nome's Neutralock Neutralizer locks the wave and stops the curling action instantly to prevent frizz. Gentle, Regular, Super, Little Girl's or Pin Curl, reg. $1.50, **2** for **$1.50**

13 CARA NOME CREAM SHAMPOO, ½ price! Luxuriant, lanolin-rich lather leaves shimmering highlights. Huge $2.00 jar, now just. . . . **$1.00**

14 CARA NOME CONSTELLATION COLOGNES, ½ price! Choose from four heavenly fragrances. Each, regularly $2.00, now only. **$1.00**

Rexall

SAVE MORE THAN 1/3



THERE'S NO FASTER-ACTING ASPIRIN MADE THAN REXALL'S

15 REXALL ASPIRIN is the aspirin that, taken with water, is ready to go to work for you even before it reaches your stomach! Save on this bottle of 50 five-grain tablets, a 39¢ value, now **23¢**

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FOR ACID INDIGESTION, NEW-FORMULA BISMA-REX HAS 6 ANTACIDS – GIVES MORE COMPLETE RELIEF, LONGER



16 NEW-FORMULA BISMA-REX. 6 tested ingredients act fast and work in relay action. Each antacid dissolves at a different rate to prolong alkalizing action for hours. Pound, **$1.98.** 4¾-oz., **89¢**

17 REXALL BISMA-REX MATES. Keep these pleasant-tasting tablets handy—a quick way to get famous Bisma-Rex relief. 75 tablets. **89¢**

18 REXALL BISMA-REX GEL, liquid form. Prolonged relief! ½ pt., **$1.19**

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NEW "LITTLE WARRIOR" QUIK-BANDS ARE FUN FOR KIDDIES TO WEAR



NEW

REFRESHING AEROSOL BODY SPRAY— NO WASTE, NO MUSS



19 REXALL'S NEW ADHESIVE BANDAGES for children have gay Indian designs in bright colors. Plastic, flexible, waterproof. Stick quickly, stay securely. 32. **39¢**

20 REXALL'S NEW ALCO-MIST contains a skin-soothing emollient—and antiseptic hexachlorophene to kill odor-causing bacteria. Simply spray on and rub briskly. 7-oz., **98¢**

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Prescriptions and drugs are my most important job —Look for me at the orange and blue sign

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Be Wise, Be Safe
VACCINATE!
ASK YOUR DOCTOR

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Your tax dollar goes farther on smoother-riding ASPHALT highways

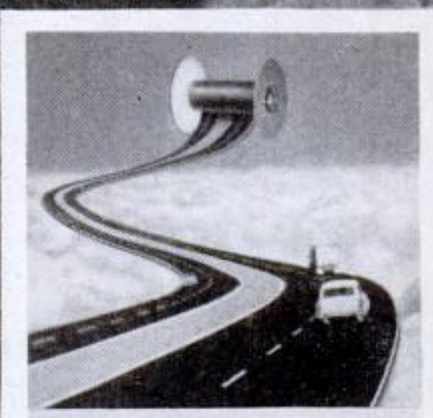
In one way, you and your tax dollars are alike: you both go farther on smoother-riding Asphalt highways.

You—because you get a smoother, quieter, almost glare-free ride.

Your tax dollars—because economical Asphalt pavement often gives you one mile FREE in every ten.* See why. Write for new booklet "... From the Ground Up."

*Examples on request.

THE ASPHALT INSTITUTE
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Ribbons of velvet smoothness . . .
MODERN **ASPHALT** HIGHWAYS

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WHILE SITTER IVA PEPPER FIXES HIS SHIRT, CHAN GIBSON PUCKISHLY MIMICS HER STERN EXPRESSION IN SHOWDOWN OVER PERMISSION TO PLAY OUTDOORS

The Profession of Sitting

IT IS THRIVING AT THE RATE OF A BILLION DOLLARS A YEAR

This year U.S. mothers and fathers, who would like to be considered the best parents in the world, will spend well over a billion dollars to buy a few hours of freedom from their little darlings. The money will hire more than six million baby sitters—still not enough—who today have become so businesslike that since World War II "sitting" has reached full status as a profession. Baby-sitting's boom is caused in part by the high postwar birth rate, the rise in individual earnings, the rarity and expense of full-time maids and the countrywide increase in leisure time.

The teen-ager, now boasting new professional standards and training, still accounts for the majority of the sitters in the U.S. She is getting potent competition, however, from approximately 250 baby-sitting agencies in the U.S. which, for a fee of 50¢ or as much as 15% of wages, furnish many thousands of women with full-time careers. But in spite of their new professionalism, the good baby sitters' best stock in trade is still old-fashioned affection—especially for rambunctious little boys like 3½-year-old Chan Gibson (*above*) of Des Moines, Iowa. His long-suffering sitter, Mrs. Iva Pepper (*pp. 84, 85*) says, "Sometimes it takes a lot of loving to win kids over. But after all, kids are human."

Photographed for LIFE by LEONARD McCOMBE

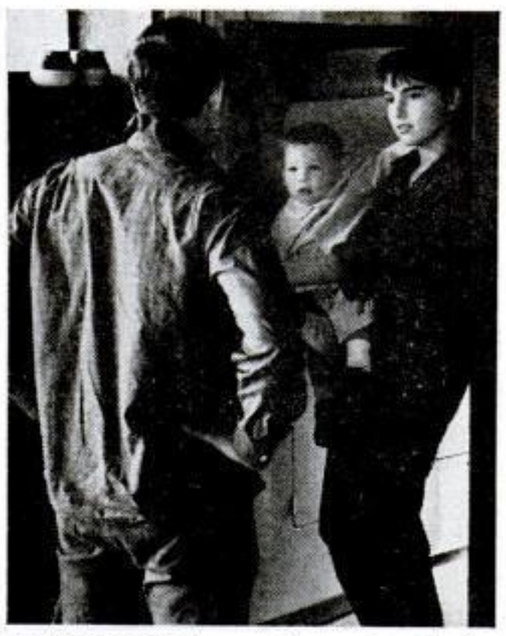
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WHAT TO AVOID: BY A YOUNG EXPERT



GIVING MEDICINE: "It might be a wrong kind," explains Judy Fuss.



DATING: "It's too distracting," she says. "No strangers get in either."



SLEEPING: "A kid might fall down and break his neck," Judy explains.



SPANKING: "Their parents don't like it, and it doesn't work anyway."

Do's and don'ts for schoolgirls

"If you don't learn anything baby-sitting, you sure are stupid," says an efficient 14-year-old from Salt Lake City, Utah. Like many teen-agers today, she finds baby-sitting a practical preparation for parenthood. U.S. educators believe that teen-agers benefit from sitting experience even more if they have expert classroom training. As a result, more than half the nation's junior high schools give specific instruction in baby-sitting. Among the things taught are the profession's "don'ts," acted out above by Judy Fuss, 15, of Los Angeles (*see cover*).

But learning to handle children does not prepare sitters for coping with abuses by some

SITTING CLASS AT A SALT LAKE CITY JUNIOR HIGH SCHOOL GETS A LESSON IN HOW TO PUT ON A DIAPER



PROBLEM OF CHILD WHO STUBBORNLY REFUSES





TELEPHONING: "I once did that and the kid opened the door and ran away," cautions Judy.

employers. Occasionally the sitting job includes an amorous father or older brother. Parents leave hurriedly without giving the sitter guidance, then stay out later than promised while mysterious machines "go bump in the night." Many a young baby sitter, alone in a strange house, has wished she had a sitter herself.

SOME SURPRISING FACTS ABOUT BABY-SITTING

▶ There have been 46 million babies born in the U.S. since 1944.
▶ The disposable income (*i.e.*, after taxes) of individuals has gone up 200% since 1940.
▶ Live-in maids cost up to $75 per week.
▶ 48% of America's 7.9 million teen-age girls baby-sit, earn estimated $670 million.
▶ 23% of the 7.9 million teen-age boys are sitters and earn an estimated $319 million.
▶ A survey has shown that while teen-agers baby-sit, 26% watch television, 23% read, 20% do homework, 16% talk on telephone.
▶ An estimated 11 million telephone calls are made weekly in the U.S. to hire sitters.
▶ Hospitality Inc., a Louisville, Ky. agency, serves hotels and motels exclusively.
▶ The wife of a prominent Cincinnatian sits for fun, is driven to jobs by her chauffeur.
▶ Los Angeles sitter Ione Margarett makes $400 a month plus most of living expenses.
▶ The highest rates in the U.S. are considered to be in New York where sitters cost up to $1.10 an hour for two children and one agency adds 25¢ an hour per extra child. The average fee for city teen-agers is 75¢ an hour; in small towns it is 55¢.
▶ A pamphlet called *Handy Guide for Parents and Babysitters* has been distributed free to more than two million sitters.
▶ A mother in Jefferson, Iowa regularly pays $80 a month for baby sitters.
▶ A woman in Buffalo, N.Y. baby-sits on nights husband watches boxing on TV.
▶ A common complaint by Los Angeles sitters is that employers have uncomfortable modern furniture and no reading lamps.
▶ A Los Angeles mother lost her telephone for two years because she could not pay the long-distance bill run up by a sitter.
▶ The Park Bowl Alley of San Francisco hires baby sitters two nights a week to look after offspring of members of women's teams.
▶ San Francisco agencies sometimes get telephoned sitter requests from children who have been left home alone.
▶ Biggest sitting agencies in U.S. are in Los Angeles. The Carol Agency has 800 registered sitters serving 25,000 families.
▶ Baby-sitting agency names include Lull-A-Bye Sitters Registry, Peter Pan Nursemaid Service, Safety Pin Club, Rocking Horse Ranch, Story Book House, Mother Hubbard.

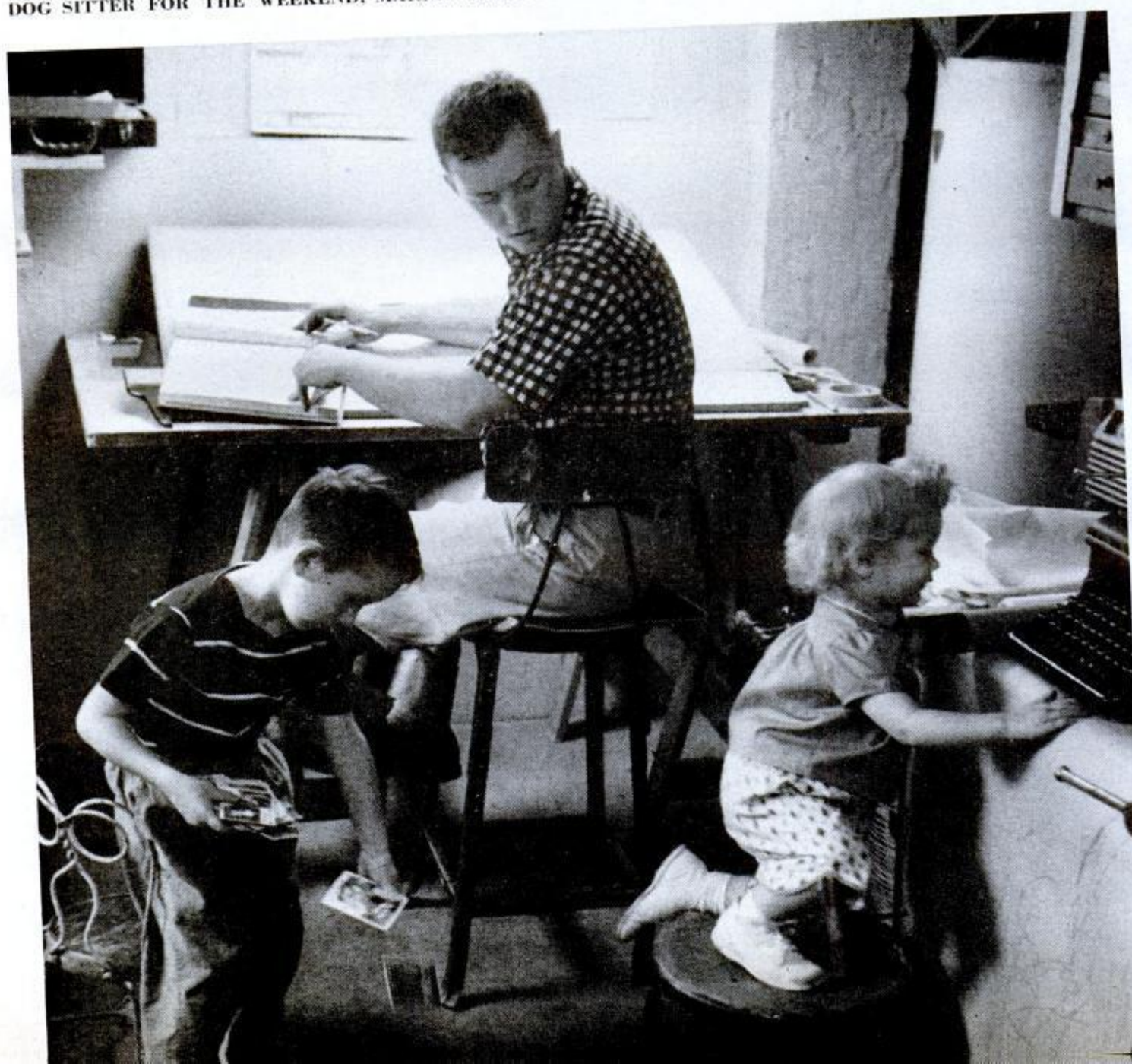
LUNCH IS ACTED IN SITTING CLASS BY ROBIN KENNING, 5, WHILE STUDENT (LEFT) WONDERS WHAT TO DO AND TEACHER (RIGHT) ASKS THE CLASS FOR IDEAS



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DOG SITTER FOR THE WEEKEND, MARIAN ELLIOTT IN KITCHEN TALKS AFFECTIONATELY TO FOUR RESPONSIVE POODLES WHICH BELONG TO TV PRODUCER





HEALTH STANDARDS are met by Mary Malone (*right*), who gets chest X-ray at Los Angeles mobile unit to meet an agency's rigid health requirements.

STUDENT SITTER, Chicago architectural student Bill Cowperthwait, 21, does homework while watching children in his workroom for $1 an hour.

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HARRIET PARSONS IN WEST LOS ANGELES, CALIF.



MALE SITTER Roger De Weese, 18, of West Los Angeles, who keeps car on sitting income, amusedly watches Lauren Cornell, aged 2½, run to bedtime bath, leaving her underwear clutched in his hand.

A wide variety of practitioners

For all its newness, baby-sitting has become a remarkably diverse profession. Since it can be done at any time, almost anywhere, by nearly anybody—from teen-agers to octogenarians—sitters have adapted the profession to suit both their employers' and their own special needs. "Pet sitters" (*left*) can be hired by owners unwilling to send their dogs and cats to a kennel. "Household sitters" run child-filled homes for weeks at a time for vacationing parents. Many parents form sitting clubs, taking care of each other's children free of charge. To busy students, baby-sitting offers work when they want it and a way of combining business with homework (*bottom, left*). And to adults who are faced with boredom and loneliness, it offers the fulfillment of being needed and satisfaction for their own parental instincts.



TV SITTING is arranged by Engineer Jack Fletcher on the roof of his West Covina, Calif. home. Camera covers his children below, sends picture via closed circuit to TV receiver indoors which Mrs. Fletcher can watch as she irons clothes.



CHILD SWAPPER, Mrs. Richard Smith of Memphis, Tenn. saves sitter fees by leaving her four sons with the Eugene Roper family. Later on, the Smiths, in exchange, will take care of the five Roper children for an equal length of time.

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Wearying problems for some . . .



REPRIMANDING her obstreperous charge Chan Gibson (*p. 79*) for "slurping" soup, "Pep" Pepper gets pugnacious look in reply. During lunch Chan, a bright boy who is irresistibly likable but overwhelmingly energetic, spilled milk and loudly demanded ice cream and candy—which he did not get.



RUSHING to suppress a wild-Indian rampage by Chan in the living room, Pep grabs for his arm as Chan retreats onto the sofa. "Chan, you naughty boy," scolded Pep. "Phew, this must be the hundredth time I've picked up this place today." Pep's pay is 50¢ an hour during her one-day-a-week stint.



UNSUSPECTING, Pep reads magazine as Chan stages one of four sneak attacks he made in day. He used ruler in bow because she had hidden arrows.





← **TAKING A BREATHER,** Pep regains some of her strength during Chan's nap. "I enjoy this baby-sitting," she says, "but it's a miracle I can stand it."

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COAXING through keyhole, Pep pleads with Chan to come out of bedroom in which he has locked himself. "Don't you love Pep?" she called. Chan yelled back, "Yes . . . you get away from my door!" He finally relented in time for lunch.

. . . but a ball for others



AT STORY TIME sitter Clara Ellinwood, a childless widow who has it far easier than Mrs. Pepper, beguiles Deirdre, Adam and Morgan Beckett as they sit in their "secret place" in a bamboo thicket. Bulldog is Mrs. Ellinwood's.



AT GAME TIME Mrs. Ellinwood plays "it" in blindman's buff. Adam Beckett, 7, allows himself to be caught in her embrace while Morgan, 5, examines an apple. Children like Mrs. Ellinwood so much they even invite her to their parties.

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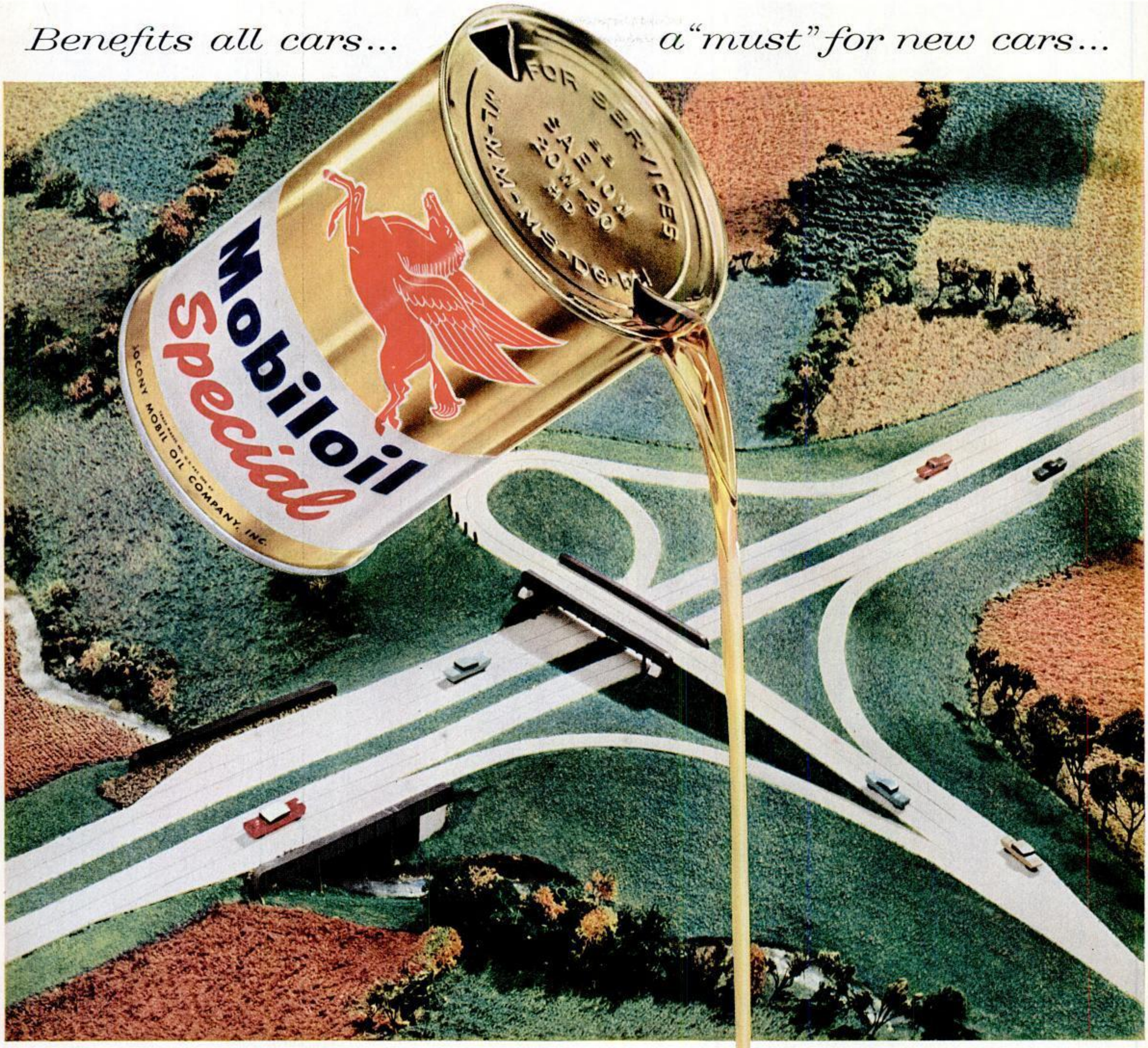
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BABY SITTER'S UTOPIA is enjoyed by Clara Ellinwood as she luxuriates with Vida (*left*) and Pam Woelz in the family's swimming pool in West Los Angeles. Mainly dependent on her baby-sitting income, Mrs. Ellinwood also enjoys herself enormously and prides herself on being a complete companion to all her charges. A child once asked her what she was going to be when she grew up. Another, when asked who Mrs. Ellinwood was, replied, "She's my *friend*."

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Benefits all cars... *a "must" for new cars...*



No dangerous "thinning" at turnpike speeds...

Turnpike driving creates very high engine temperatures that give motor oil a terrific beating. *Ordinary* oil thins out dangerously under these conditions—can't protect parts effectively. Mobiloil Special—the amazing *all-season* oil—*retains* its protective "body"—keeps frictional wear to an absolute minimum in all types of driving. It also—

- **Holds corrosive wear practically to zero.**
- **Checks power-robbing deposits in *new* engines—helps eliminate deposits in *older* engines.**
- **Helps control engine knock, pre-ignition, spark plug fouling—makes gasoline do more work.**
- **Helps deliver top power and gas mileage—minimum repairs—*when you change oil regularly.***

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SPECIAL

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Specially made to preserve new-car performance

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Pillsbury Pills

The people who bring you the homemade "cooked" frostings...without cooking

Here are four frostings good enough to go on a cake made from one of the New Pillsbury Cake Mixes. (And that's about as good as you can get.)

They're made from Pillsbury Frosting Mixes, of course. They give you every bit of quality you could hope for if you cooked up a frosting yourself. But you don't have to cook these. And they're so sure and easy they make frosting a cake a real joy.

Why don't you let Pillsbury help you—with cakes and frosting, too! Why not real soon?



DUMMY



"I can lick any spoon in the house!"

Pickles make the sandwich . . . and

Nobody makes pickles like Heinz



SHISH KEBOB SANDWICH

• Alternate small hamburger patties and crisp Heinz Hamburger Slices on skewer, and broil. Remove skewer and serve on large frankfurter roll garnished with Heinz Hamburger Relish. Use Heinz Hamburger Slices to add new zest to your cold lamb, tongue, and chicken sandwiches, too.





TUNA-PICKLE SPREAD

• Blend tuna fish with mayonnaise and chopped Heinz Sweet Pickles. Season to taste with lemon juice and fresh ground pepper. Spread on rye bread and garnish with half a tomato slice, pickle "fans", and parsley. Use the pickle liquid to perk up your homemade salad dressings.



HAM-WICH

• Place slices of ham and tomato on toast. Top with mixture of ½ cup mayonnaise and one beaten egg white. Broil till topping browns. Serve with Heinz Kosher Dill Pickles, sliced lengthwise and spread in fan shape. You can get these juicy dills as *gherkins*, too.

Our best to you in 1957

Summertime is sandwich time and

AUGUST IS NATIONAL SANDWICH MONTH

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DRESSING FOR DATE, Cyd kicks high as she takes off drab Russian dress and reveals equally drab Russian underclothing.

MOVIES

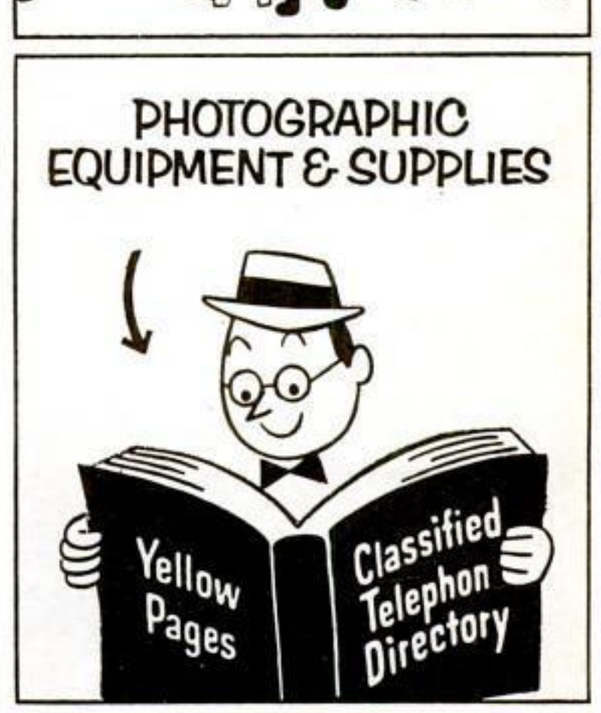
Ideological Strip Tease

MGM's new musical *Silk Stockings* has a dance number which will satisfy not only those who like to see a pretty girl take her clothes off but also those who like to see her put them on. The dance marks the transition of Cyd Charisse from a stony-faced Soviet bureaucrat into a prettily petticoated deviationist. Sent to Paris, she falls in love and soon exchanges her drab Russian garb for high French fashion. In the process she is briefly—and alluringly—caught stranded between East and West (*next page*).

WEARING NEW FRENCH LINGERIE, CYD WHIRLS JOYOUSLY AS SHE PREPARES TO STEP INTO A PARISIAN PETTICOAT







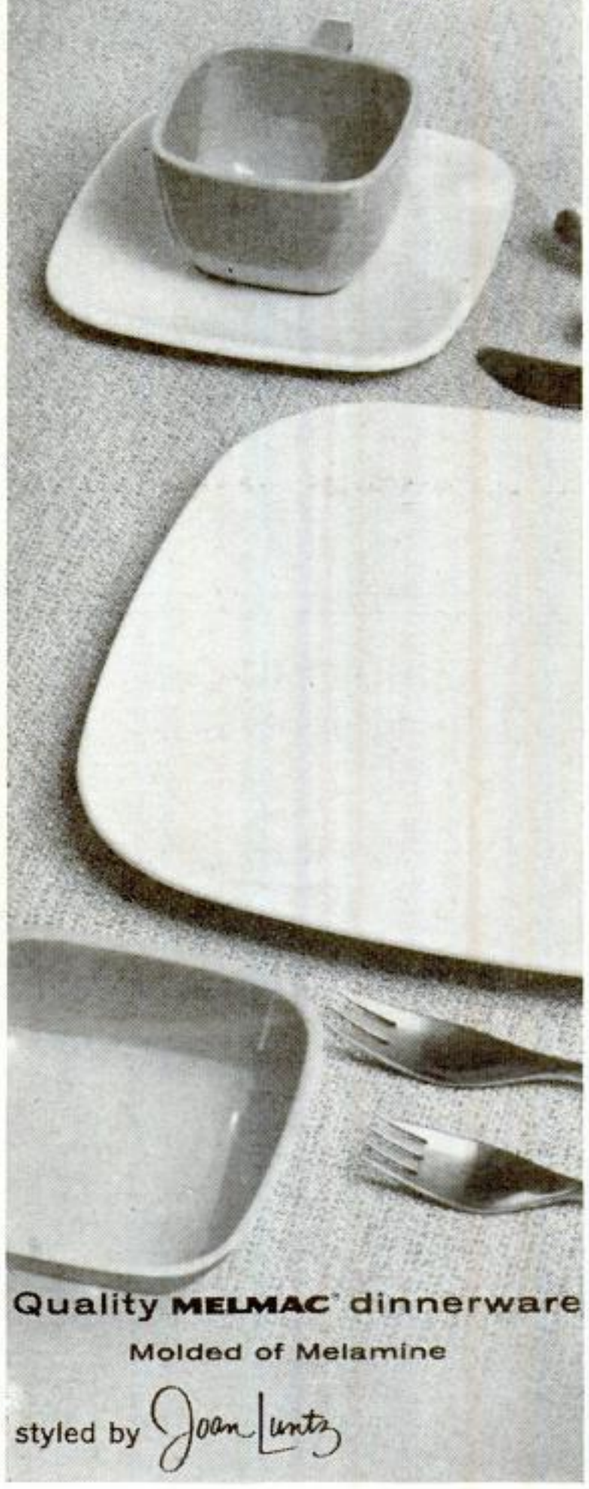


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Beautiful...
and breakproof
as can be!



Quality MELMAC® dinnerware
Molded of Melamine
styled by Joan Luntz

Day after day, year after year, you'll be delighted with the luxury look, the smartness of your Brookpark Modern Design dinnerware. So light, bright and right for every meal... GUARANTEED NOT TO CHIP OR BREAK FOR ONE FULL YEAR.

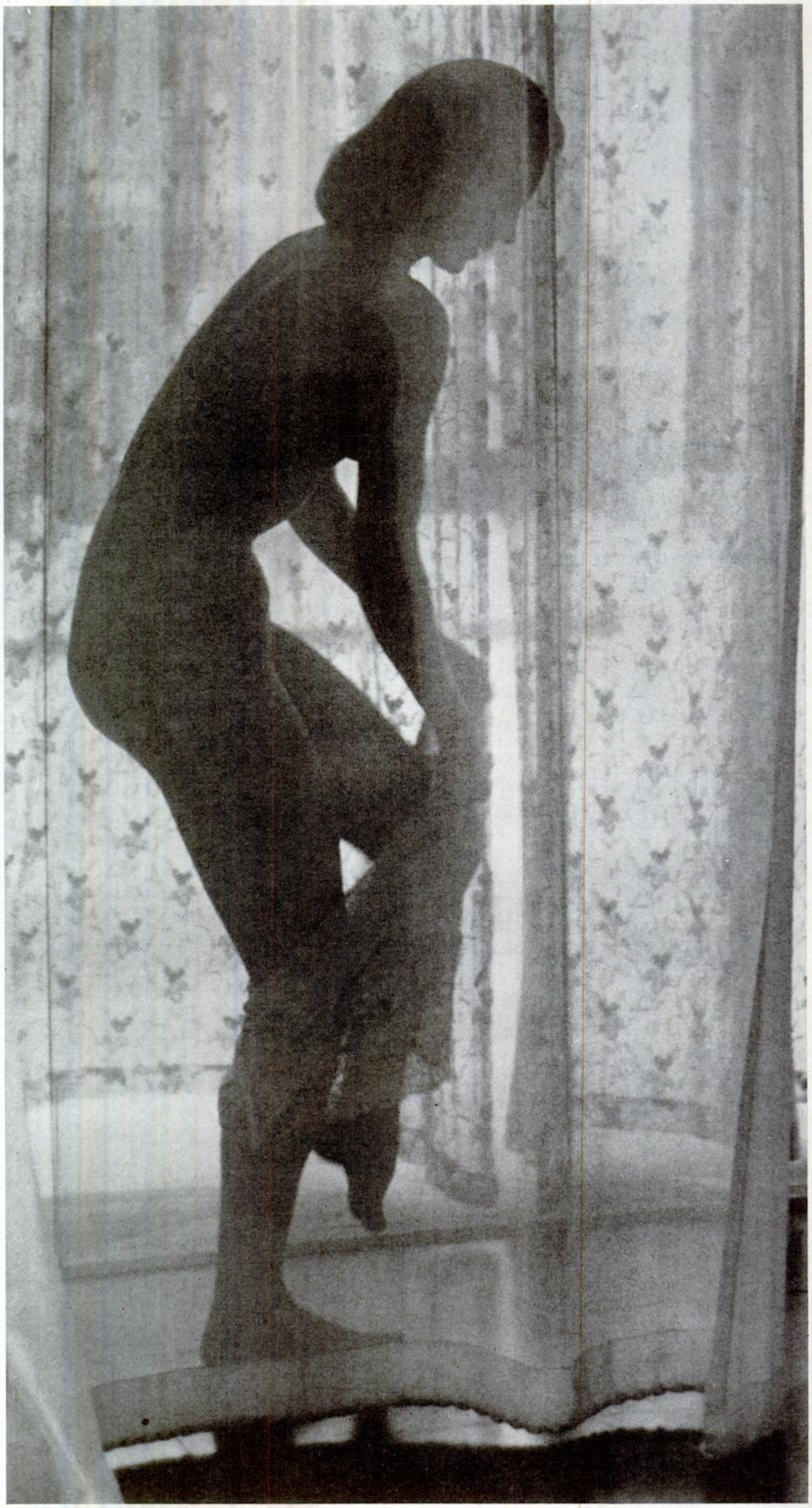
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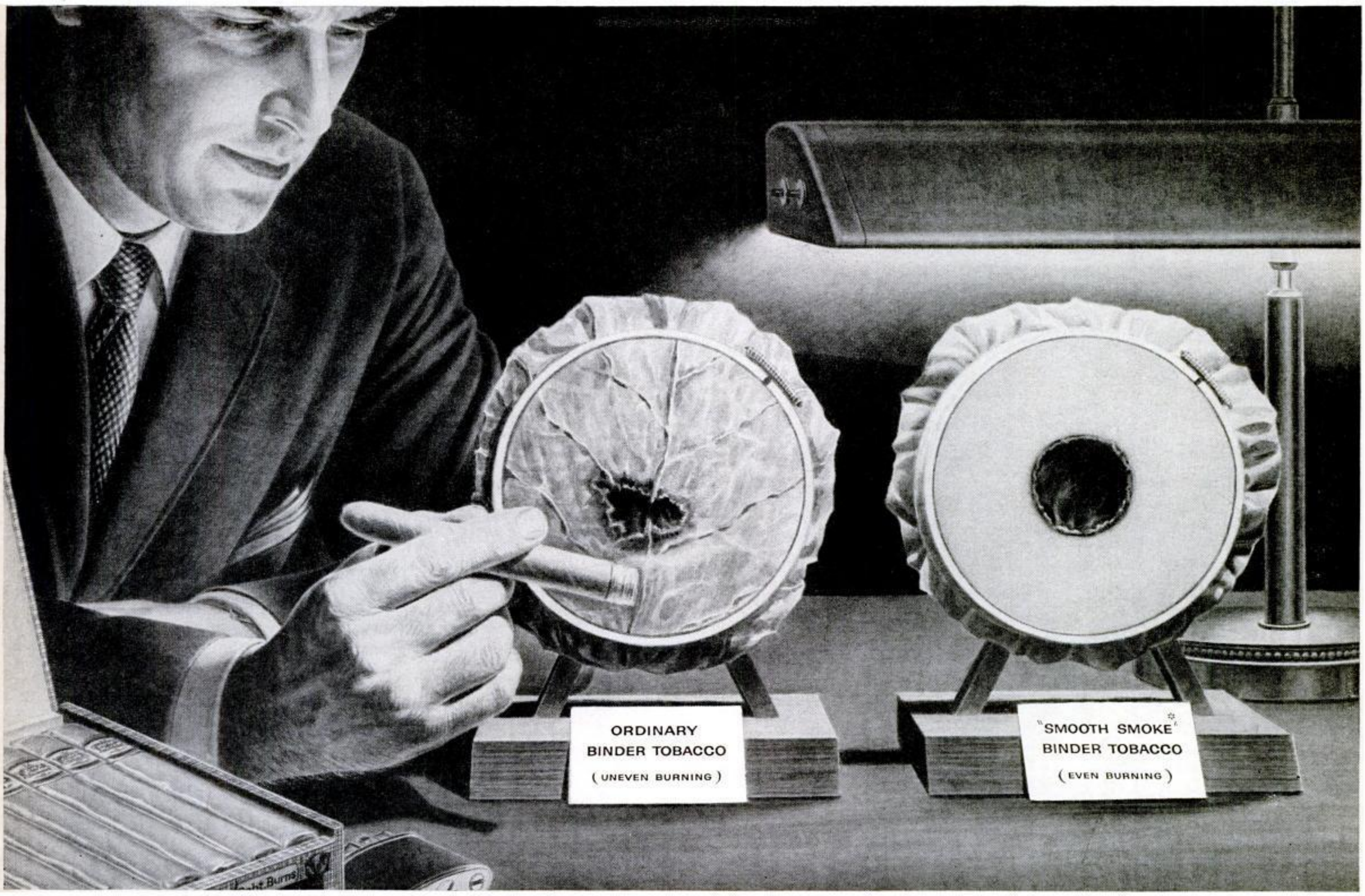
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THIS IS POINT IN CYD'S DEVIATION FROM COMMUNIST WAYS WHEN SHE DUCKS BEHIND SCREEN TO DON LINGERIE

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Ordinary binder tobacco (*left*) has veins, burns unevenly and varies in mildness. New "Smooth Smoke" (*right*) burns easily and evenly, with an unvarying mildness never before possible.

ANNOUNCING: an entirely new form of tobacco SMOOTH-BURNING and VEINLESS!

Makes the new Robt. Burns so mild, so smooth, yesterday's cigar will seem out-of-date

This announces an entirely new form of binder tobacco.

A way has been found to turn natural tobacco leaves into a light, golden-brown sheet, absolutely smooth.

Cigar men agree this is one of the biggest steps forward in more than 100 years. It took more than 12 years of research by the makers of Robt. Burns. This new veinless tobacco is now used as the binder leaf in all Robt. Burns Cigars and Robt. Burns Cigarillos.

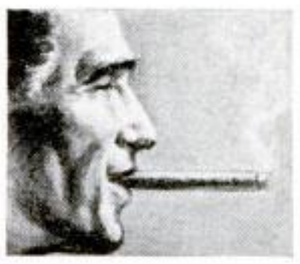
We call this new discovery "Smooth Smoke."

When you try the new Robt. Burns, we feel sure you will agree—a fine new mildness, flavor and aroma are brought to your smoking enjoyment.

Try a new Robt. Burns today. 5 popular cigar shapes from 2/25¢ to 25¢ each; and Robt. Burns Cigarillos, "the change of pace" smoke—5¢.



Fine aroma; unvarying good flavor.



Light-tasting; supremely smooth.



Long white ash; even, easy burning.

ENJOY WITH NEW Smooth Smoke BINDER TOBACCO IN THE NEW **Robt. Burns**

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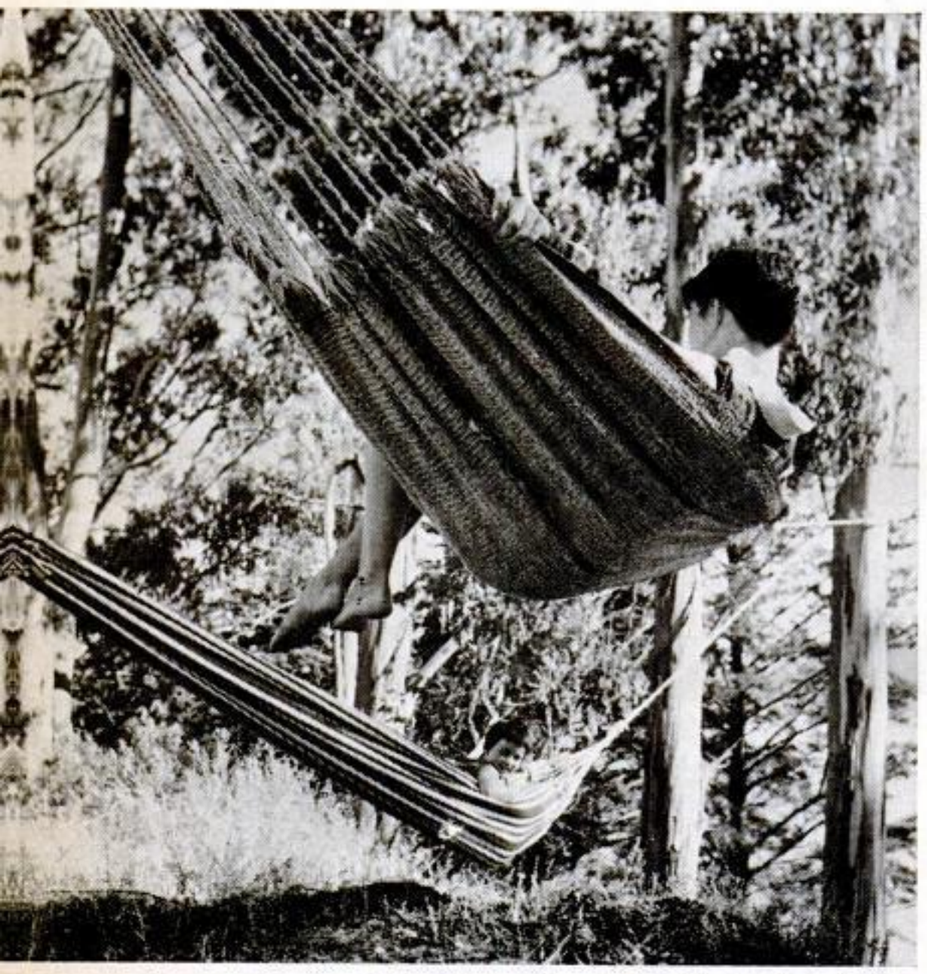
COOL HAMMOCK OF LOOSELY WOVEN WHITE COTTON STRING WHICH COMES FROM YUCATAN SUPPORTS A NIMBLE SWINGER DESPITE ITS TRANSPARENCY

Lazy Hammock Lolling

A NOSTALGIC SWING HAS BRIGHT REVIVAL

Forty years ago hammocks were as much a part of the American summer as heat, flies and lemonade. Then, mysteriously, they lost favor. Now a big effort to bring back the nostalgic hammock, one of the only pieces of furniture native to the Americas, is being made by Harry Jackson, president of Jackson furniture stores of California. Mr. Jackson figures that the hammock, in which it is impossible not to relax—acrobatics (*above*) soon give way to sloth—is just what fast-paced America needs. One hour in a hammock, he says, is roughly equal to one tranquilizing pill.

To launch the revival of the hammock habit, Harry Jackson traveled through Central America and Mexico buying up native hammocks, all without stretching bars so they can be really enfolding. On sale at his stores at prices ranging from $13.95 to $36.95, they may swing to action the almost dead U.S. hammock industry and bring a note of color to U.S. backyards.



SIT-UP SWING is enjoyed by girls in Ecuadorian grass hammock above, Colombian hammock below.



ONE OF HAMMOCKS (OPPOSITE) MAKES COCOON

LAZY SWAY is indulged in by man in hemp net hammock and girls below in large and comfortable cotton string hammocks. All hammocks are from Yucatán. One at top is most like swing natives use. →

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TROUBLESOME TRAIN, 50-pound bundle which burdened eight page boys and flower girls in church, is shifted to five men for trip across lawn to reception.



FACILE FOOTWORK brings bride to a chair where she will receive felicitations. Bridegroom supports her with hand while bearers wheel train into place.

A Wedding Fit for a Dauphin

The marriage of Duchess Maria-Theresa of Württemberg to Prince Henri de France could hardly have been more regal if their families still wore crowns. But for the pitfalls of history the bride might be the daughter of the King of Württemberg and the bridegroom, who is called the dauphin, might be heir to the throne of France. There were 152 real or hopeful kings, queens and royal highnesses present, including the working King Paul of Greece and the unemployed King Umberto of Italy. The 3,000 guests included most of France's aristocracy and many of Europe's great names including Bourbons, Savoys, Hohenlohes and Liechtensteins.

United in a civil ceremony by the mayor of Dreux, near Paris, the couple was wed again in a nuptial Mass (*opposite*) at the royal chapel of St. Louis, named for Henri's ancestor, King Louis IX. Among gifts was a pair of Arabian horses from the Sultan of Morocco, and an unscheduled part of the festivities was a wild demonstration of royalist sentiment by 10,000 ordinary Frenchmen. From the regal fuss the couple emerged as uncommonly happy as any commoner bride of 22 and bridegroom of 24.



DELIGHTED COUPLE, smiling and looking cool despite 93° heat, leaves the chapel followed by a page (*left*) and a flower girl (*behind prince*). As they pass under a canvas marquee erected to accommodate the overflow of 3,000 guests, they receive the first exclamations of "*Vive le roi!*" from the invited aristocracy.

←BRIDAL COUPLE KNEELS AT MASS ATTENDED BY ARCHBISHOP OF PARIS (RIGHT). IN FOREGROUND IS CHURCH USHER CONTINUED 97

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TROUBLES WITH THE VEIL



VOLUMINOUS VEIL, 66 square yards of tulle, hides all but a hand as Maria-Theresa signs wedding contract for the civil ceremony in office of the mayor.



UNINVITED GUEST, common housefly, settles on veil and distracts bride's attention during chapel ceremony. Bridegroom lifted veil and shooed fly.

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GOLFERS!

This is your second and last chance—as a LIFE-reader—to get Ben Hogan's great new book right now—at the special pre-publication price!

On fairways, in locker rooms, on backyard terraces, in club swimming pools and commuter car pools, the Ben Hogan book has already become the golf conversation piece of the season!

But this is your last chance to read and own it at the special pre-publication price. Our arrangement with the publishers, A. S. Barnes & Co., expires shortly. So to avoid disappointment, you should send the coupon below right away—and be sure you have Ben Hogan's lessons and Anthony Ravielli's amazingly clear drawings to help you get *your* score down into the 70's (as Ben Hogan offers to do) while there are plenty of enjoyable golfing weeks and months ahead!

Almost as if Hogan himself were right at your elbow

When these five lessons appeared in SPORTS ILLUSTRATED last spring, copies of the magazine were harder to get than birdies at Pine Valley. The word quickly spread that here at last was a golf instruction technique that made sense—that was easy to understand and easy to *do*. It was almost like a set of personal lessons from the champion himself! For in just 8 fundamentals, his book shows you how *any* golfer with reasonable coordination can build a powerful swing which will *repeat*—and only then will you really discover the game of golf for the first time!

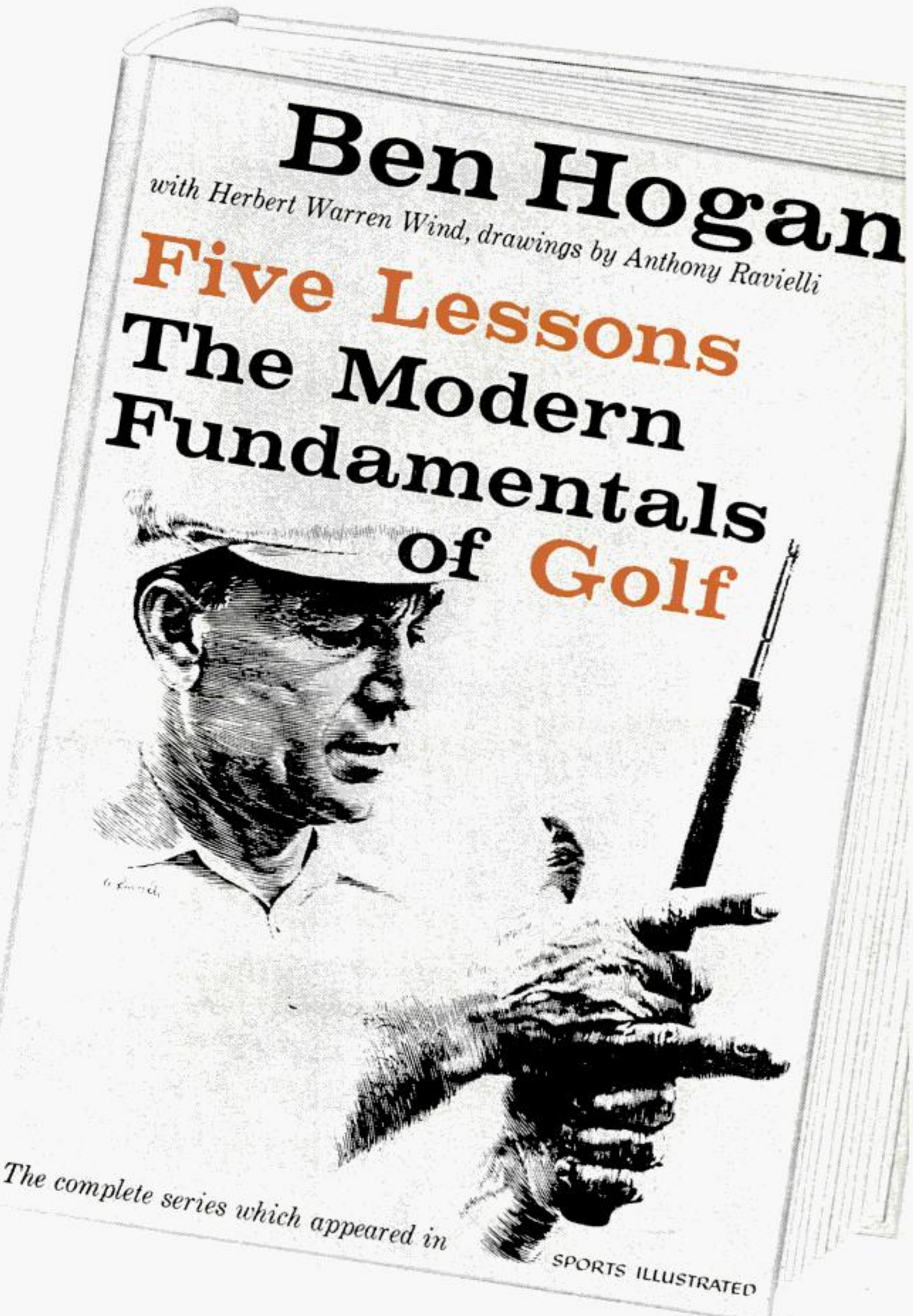
Golfers of all degrees of skill, men and women, have written in to say how much the Hogan lessons have helped their game. And the pros themselves are enthusiastic, too. For example, Frank Sadler of the Bellingham Country Club, Bellingham, Wash., writes: "*It's the first time words and illustrations have made golfing technique absolutely clear. I'm applying the lessons to my teaching program. I'd say it's the greatest instruction series of all time. Women are particularly keen on it. It'll make a lot of new golfers—good golfers.*"

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SHEAR TRANQUILLITY

Doyle Goldy, a sheep rancher of Palisades, Wash., was fed up with wrestling with his sheep. Every time he tried to shear them they wriggled and kicked so much that they wore him out, especially the rams. Then Goldy heard about tranquilizers and their effect on people. He asked a doctor whether a tranquilizer would work on a ram. Probably so, answered the doctor, and he doubted that it would have any long-term effect. Goldy gave one of his rambunctious rams a specially prepared injection of it and a wonderfully tranquil expression spread over the animal's face. Then as Goldy applied the shears and his son David watched, the ram submitted without a wriggle.

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Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

I hunted in India with *The Fastest Thing on 4 Legs!*

1. **"A mile a minute** is cruising speed for the hunting cheetahs still used on the plains west of Kolhapur," writes Jules Gindraux, an American friend of Canadian Club. "These educated cats will run 80 miles an hour to bring down one of the many antelopes that plague India's food crops. The chief of staff of a local Maharajah initiated me in the age-old sport, but I didn't have much to do but watch. The action I saw was fast and furious.



2. **"You can't get kittenish** with these cats, I'd learned. They're captured wild in Africa, and then trained for pursuit. The one I released in the field took off as if he'd been jet-propelled. He *had* to be fast.



3. **"Hooded after the chase,** my cheetah hardly seemed winded, but he hadn't had it easy. For all his enormous speed, the cat must overtake his quarry by surprise in the first 50 yards; otherwise the antelope can out-maneuver the cheetah.



4. **"It doesn't last long,** but cheetah-hunting is exciting. So is finding Canadian Club 8,000 miles from home. Sure *is* a small world."



Why this whisky's worldwide popularity?.....Only *Canadian Club* has a distinctive flavor that captures in one great whisky the lightness of scotch, the mellowness of rye, the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it. You can stay with it all evening long....in short ones before dinner, tall ones after....."The Best In The House" in 87 lands.

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